PSC STAFF

Managing Director
Julie Moss  B.A. Soc/DC, Ass Dip Comm Dev, Grad Dip Arts

Director Communications & Students
Jenny Heron  B.A. AnthHist, M. (Prelim)

Senior Fellows
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 Convenors
Majors/Specialisations
Art
Sarina Lirosi  B.Ed. Vis Arts, M.A. Fine Art

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

Photojournalism
Bill Bachman  B.A. Asian Studies

Degree Tier 1 & 2
Sarina Lirosi  B.Ed. Vis Arts, M.A. Fine Art

Degree Tier 3 & 4
Daniel Boetker-Smith  B.A. Photojournalism, M.A. Creative Arts

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

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

Teachers & Tutors
Hoda Afshar  B.A Fine Art
Rob Anderson  B.A. Photo
Louisa Bifuldeci  B.A, B. Ed, M.A Fine Art
Anat Cosen  Dip Photo, M.A. Fine Art
Ross Coulter  B. Fine Art, M. Fine Art
Roland Dempster  B.Ed, Media, B.A. Photography, M.Comm
Ellie Ioannou  B.A. Photo, M. Visual Art
Nic Kocher  Dip Illust Photo, M. Visual Arts
Katrin Koennin  B. Photo
Scott McNaughton  Dip Illust Photo
Jane Poynter  Dip Illust Photo, B.A., PhD (Arts)
Lucia Rossi  B. Fine Arts
Craig Shell  B.A. Fine Arts (Hons), M.A. Fine Art
Neil Stanyer  B.A. Media Arts
Barry Thompson  Dip Adv Des, TTCC
Michael Warnock  B.A. Media Arts, B.A. Psych, B. Fine Art (Hons)
Colin Wiseman  B.Sc., Dip Ed, Dip Illust Photo, AIPP

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

Leaner Engagement & Student Success Officer
Kim Munro  B. Fine Art, Grad Dip Film & TV, M. Linguistics, M.A. Screen & Sound

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 Metcalfe

Chief Technology Officer
Adi Selimanovic  MCP, MCSA and ACTC

Studio Supervisor & Creative Projects Officer
Dru Blumenshied  B.Fine Arts (Photo)
Nic Arnold  Adv. Dip Photo

Resource Hub Information Officer
Jill Bartholomeusz  Ass Dip Soc Sc.

Facilities & Service Officer
Jon Swiatkowski

The Print Shop Assistant
Kathryn Vinella  Adv. Dip. Photo

Accountant
Chanderma Rawat  B.Bus, CPA

Accounts Officers
Radhika Anbati  B.Com, M.Com
Mira Lu  B. Corn, M. App Finance

Studio Support
Jo Duck  Adv. Dip. Photo
Doug Hayne  Adv. Dip. Photo
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Welcome to Photography Studies College (Melbourne) PSC, a tertiary educational institution focused 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.

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

“...The one word I can definitely use to describe my journey at PSC is growth. As each semester passes, you realise just how much your work has changed, and not just your work, but also you as a person...”

Vesna Obradovic
Final year student Advanced Diploma of Photography
Finalist in 2014 AIPP Victorian Student of the Year awards

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

2014
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

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

Image by Emma McEvoy
2013 AIPP Australian Student Photographer of the Year
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 2013 PSC held the inaugural graduation for our 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 Sarah Lynch provided an insightful and moving graduate response. A highlight of the evening was the celebration of the wonderful achievements of this graduating class and viewing the many award winning images featured in the graduation AV, including those by Kimberley Munro 2013 AIPP Emerging Photographer of the Year and Amber McCaig 2013 Ballarat International Biennale Winner Portfolio Review Prize.

“...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 2013

ADVANCED DIPLOMA OF PHOTOGRAPHY

The PSC Advanced Diploma of Photography graduation was another fantastic event held in May this year at the ACMI, Federation Square. Dr Robin Williams delivered an inspiring and insightful keynote address and Caterina Fizzano and Bronwyn Morrison delivered humorous and passionate graduate responses. 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, Heartfelt and free radical.

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 know how that comes from over 40 years as an innovative and experienced photographic educator.

The Bachelor of Photography course is exclusive to PSC and designed to produce distinctive and innovative professional photographers prepared to take on leading roles in the commercial, art and photojournalism areas of photography.

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, 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 facilities that are acknowledged as being among some of the best and most professional of any Australian specialised educational institution. In 2013 PSC began a partnership with Adobe which provides unprecedented access for our students to the Adobe Creative cloud.

We also have a close relationship with equipment manufacturers, importers and professional photographers, so students will experience much of the latest techniques and technologies.

**STUDIOS**

At 65 City Rd on the ground floor are 2 professional studios – Fawkner Rd Studio and City Rd Studio – with double height ceilings, cyclorama, makeup and change rooms, backdrops, a range of lighting and grip gear including soft boxes, strip lights, booms, strobes, spots, floods, power packs, honeycombs, barn doors, scrim 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 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 well serviced central Student Lounge area. This area provides a casual place to meet and relax informally. 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 information notice board are also located here. The Teachers/Tutors Office is within close proximity with the academic consultation hours displayed.

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 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 via appointments.

ACADEMIC CONSULTATIONS
All teaching staff are available for student consultations at times notified on the teaching staff office door. Students can email requests for an academic appointment consultation via the email address noted on each subject outline. Students can request that the Communications & Students Officer assist with this and make an academic consultation with a member of the teaching staff. All student support is provided in accordance with PSC’s privacy policy.

LEARNING ENGAGEMENT & STUDENT SUCCESS OFFICER
Access to support is available for students including assistance with organisational skills, time management, study skills, writing and research skills. Students can email requests for assistance directly to the Engagement & Student Success Officer, who is based in the Resource Hub. Students can also request that the Communications & Students Officer make an appointment, or a teacher may refer a student. The Information and Resource Officer will assist the Learner Engagement & Student Success Officer 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. Students can contact this teacher via email to organise assistance and teachers can recommend that students book into these supervised sessions for additional support.

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

“I was expecting a unique environment and an exciting course and that’s exactly what I got.”

Jordan Bollen
Art Major Graduate
TUITION FEES

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

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 and both courses are delivered over three years of full time study. 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 these are available from the Communications & Students Officer prior to and at enrolment and on the PSC student portal – go.psc
PSC is committed to equipping students with the necessary skills to live, work, learn and contribute locally and globally. We want our students to connect to community and make contributions at a local level during their course.

As part of this commitment to student community engagement PSC requires students to participate in a collaborative project and a Community Service Learning program in both the Degree and the Advanced Diploma.

PARKS VICTORIA IN COLLABORATION WITH PSC DEGREE STUDENTS

In 2014 PSC was delighted to undertake a collaborative project with Parks Victoria. The second year degree students learnt how to negotiate a real world commission with a major organization, and produced work on environmental and community themes for Parks Victoria’s promotional material and publications. Students were asked to work to deadlines and then received feedback from industry professionals, they learnt how to make images to a brief and how to deal with clients needs, and expectations.

The project outcome will be exhibited later this year at the Parks Victoria Annual Conference at the Melbourne Exhibition Centre.

PHOTOGRAPHY IN THE COMMUNITY PROJECT

In the Advanced diploma students learn in a real world scenario with an allocated community organisation and this provides a learning experience which will assist in forming an inclusive context of support and respect for all citizens. At the conclusion of the project, the organisation receives images that can be used for public relations and promotional purposes. For the students, they learn how to work to a brief, with a client and meet industry deadlines. The relationship with their organisation often continues after completion of the project.
OUR CAREER FOCUS

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

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

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. The knowledge acquired through this subject is now becoming essential to the professional photographer.

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.

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

2014 AIPP Victorian Student Photographer of the Year – Marion Abada
PSC CONNECTIONS WITH THE PHOTOGRAPHY INDUSTRY

PSC graduates Louise Cooper (front left), Darrian Traynor (back row in cap) and Jason Edwards (back row second from right with students Andrew Hardy, Greg Briggs, Melissa Davis, Salona Chithiray, Sophie De Wit and Jason Lockett – Photo by Bill Buchman

PSC often hosts a range of photographic events, including international photographers, guest speakers many of whom are our graduates now forging exciting career paths and other contemporary Australian photographers and artists. Here’s just a taste of what’s on offer:

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 (PSC Graduate 2009) offered insights to the world of the editorial freelancer in Melbourne, where he works regularly for The Media Gang, AFL Photos and Getty Images, specialising in sport, news, people and lifestyle.

Jason Edwards (PSC Graduate 2008) talked about his work as a press photographer, first for the Leader group in Melbourne and later for the Herald Sun, where he is one of the top young staff photographers.

All talked passionately about their experiences as photographers, shared many exciting images and stories from the field, and offered some tips and advice about navigating life after PSC.

The final year students also take part in an industry evening where they hear from photographers as part of the PSC mentor program. On the evening our industry guests shared their diverse experiences as professional photographers, provided insights into the mentor process and reflected on their own mentors and how those professional relationships assisted in developing their work, opportunities and personal practice.

PSC GRADUATE AND 2013 AUSTRALIAN PHOTOGRAPHY STUDENT OF THE YEAR EMMA McEVOY – SECURES ARTIST’S RESIDENCY IN ICELAND

Emma McEvoy completed her course in 2013 and graduated with major industry awards and overall excellence. After graduating she secured a 3 month artist residency program in Iceland, a country she was fascinated by and longed to return to following a previous visit. Through her PSC blog posts and Instagram updates she shared her experiences, insights and many awe inspiring images.
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
An exciting range of career options are available including:
• advertising photography
• corporate/industrial photography
• portraiture and fashion photography
• photographic artist and/or gallery/curatorial administrator
• photojournalist, editorial work
• website fusion content including video
• documentary photographer
• picture editor
• photographic retoucher

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.

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.

Graduates of PSC are eligible to apply for full membership of the following Australian professional bodies:
• AIPP Australian Institute of Professional Photographers
• ACMP Advertising, Commercial and Magazine Photographers
• MEAA Media Entertainment and Arts Alliance
• APA Australian Photojournalists Association
• NAVA National Association of Visual Arts

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.
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 2014 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.

SUMMER SHOW 2013
This exhibition featured graduate work including the evocative award winning work from 2013 AIPP and ACMP Australian Student Photographer of the Year, Emma McEvoy.

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 2013
Each year this exhibition showcases the unique and diverse visions of our art major students.
FOSTERING SCHOLARSHIP IN PHOTOGRAPHY & THE VISUAL ARTS

Following on from PSC’s very successful inaugural one-day symposium last year that explored ideas surrounding photographic and literary representations of selfhood, at the Ballarat International Foto Biennale, this year PSC is hosting a monthly Image Makers series.

This monthly series is an event that focuses on PSC’s creative engagement with the cultural and intellectual debates and discussions around the visual image and the role of the photographer.

“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

PSC TEACHING TEAM

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

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.
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.accaonline.org.au
- Museum of Modern Art at Heide
  www.heide.com.au
- Monash Gallery of Art
  www.mga.org.au
- Bendigo Gallery of Art
  www.bendigoartgallery.com.au
- MEAA Media Entertainment and Arts Alliance
  www.alliance.org.au
- NAVA National Association of Visual Arts
  www.visualarts.net.au

The city also offers an exciting music scene, and an alternative arts scene including cabaret, performance art and fringe theatre.

Find out more www.studymelbourne.com.au

LANEWAYS, CAFES AND RESTAURANTS

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

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.
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 for full time study must apply through the Victorian Tertiary Admissions Centre (VTAC), AND directly to PSC using the PSC Bachelor of Photography Course Application Form (applicants must do both).
Successful completion of VCE or equivalent (non year 12 and mature age) and attendance at an interview including presentation of folio.
Course extra requirements are listed in the course information in CourseSearch on the VTAC website www.vtac.edu.au/courses/searchfield.html
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.

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
The Bachelor of Photography course is exclusive to PSC and designed to produce distinctive and innovative professional photographers prepared to take on leading roles in the commercial, art and photojournalism areas of photography. The course is delivered over three years of full time study in a small supportive environment where together with their creative practice students develop a broad base of critical, analytical and problem solving skills. Students are immersed in a range of conceptual and practical approaches to photography and contemporary technique, while engaging with and reflecting on some of the key contextual and contemporary debates that inform photography and their practice.
Throughout the course students consider the context and communicative effectiveness of their work and apply their learning in both studio and on location in practical and interpretive ways. Final year provides an independent study in one of commercial photography, art photography or photo-journalism while engaging with the well-established mentor program and the business of photography.
# Bachelor of Photography Course Structure

<table>
<thead>
<tr>
<th>Tier</th>
<th>Subject</th>
<th>Semester A</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>Core</td>
<td>FDT 111 Image and concept 1: the mediation of meaning</td>
<td>9</td>
</tr>
<tr>
<td>Tier 1</td>
<td>Core</td>
<td>WDP 111 Creative industries: photographic theory &amp; practice 1</td>
<td>6</td>
</tr>
<tr>
<td>Tier 1</td>
<td>Core</td>
<td>TCP 122 Image cultures 1: history &amp; context</td>
<td>6</td>
</tr>
<tr>
<td>Tier 1</td>
<td>Core</td>
<td>WDP 112 The world around us 1: light &amp; location</td>
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<td>Tier 1</td>
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<tr>
<td>Tier 2</td>
<td>Core</td>
<td>FDT 122 Image and concept 2: representation and truth</td>
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<tr>
<td>Tier 2</td>
<td>Core</td>
<td>WDP 121 Creative industries: photographic theory &amp; practice 2</td>
<td>6</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Core</td>
<td>TCP 111 Visual thinking: language, design &amp; the image</td>
<td>6</td>
</tr>
<tr>
<td>Tier 2</td>
<td>Core</td>
<td>WDP 122 The world around us 2: the constructed image</td>
<td>9</td>
</tr>
<tr>
<td>Tier 2</td>
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<tr>
<td>Tier 3</td>
<td>Core</td>
<td>FDT 213 Image and concept 3: genre and context</td>
<td>12</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Core</td>
<td>WDP 212 Creative industries: studio practice 1</td>
<td>6</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Core</td>
<td>DXP 211 Post-production processes 1</td>
<td>6</td>
</tr>
<tr>
<td>Tier 3</td>
<td>Core</td>
<td>TCP 212 Image cultures 2: the visual document</td>
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<td>Core</td>
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<tr>
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<td>FDT 224 Image and concept 4: narrative and audience</td>
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<tr>
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<td>Core</td>
<td>WDP 222 Creative industries: studio practice 2</td>
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<td>Core</td>
<td>DXP 221 Post-production processes 2</td>
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<tr>
<td>Tier 4</td>
<td>Core</td>
<td>TCP 223 The world around us 3: the moving image</td>
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<td>Tier 4</td>
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<td>Tier 5</td>
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<td>EFP 311 Images and connections: commercial photography 1</td>
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<tr>
<td>Tier 5</td>
<td>Elective</td>
<td>EFP 312 Images and connections: art photography 1</td>
<td>12</td>
</tr>
<tr>
<td>Tier 5</td>
<td>Elective</td>
<td>EFP 313 Images and connections: photojournalism 1</td>
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<tr>
<td>Tier 5</td>
<td>Core</td>
<td>WDP 313 Creative industries: workshop series</td>
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<tr>
<td>Tier 5</td>
<td>Core</td>
<td>TCP 315 Visual thinking 2: research seminar</td>
<td>6</td>
</tr>
<tr>
<td>Tier 5</td>
<td>Core</td>
<td>WXP 314 Mentor and industry practicum</td>
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<tr>
<td>Tier 5</td>
<td>Core</td>
<td>Total:</td>
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<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>EFP 321 Images and connections: commercial photography 2</td>
<td>12</td>
</tr>
<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>EFP 322 Images and connections: art photography 2</td>
<td>12</td>
</tr>
<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>EFP 323 Images and connections: photojournalism 2</td>
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<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>Choose 2 of the Electives</td>
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<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>EWP 325 The world around us 4: design and the global network</td>
<td>6</td>
</tr>
<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>EWP 321 Consumer cultures: writing for media</td>
<td>6</td>
</tr>
<tr>
<td>Tier 6</td>
<td>Elective</td>
<td>EWP 322 Contemporary media: beyond the new</td>
<td>6</td>
</tr>
<tr>
<td>Tier 6</td>
<td>Core</td>
<td>TCP 326 Creative industries: the business of photography</td>
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</tr>
<tr>
<td>Tier 6</td>
<td>Core</td>
<td>Total:</td>
<td>30</td>
</tr>
</tbody>
</table>

**Total for Degree:** 180 Credit Points
Our degree program will offer students the opportunity to:
- Get a higher education qualification
- Be immersed in the thrill of learning
- Open their minds to new ways of thinking
- Have a space for contemplation, reflection and inquiry
- Have some fun expressing their thoughts, emotions and stories
- Be inspired by the work and feedback of others
- Learn the latest digital technologies and workflow processes
- Take risks and be stretched
- Undertake research

COURSE STRUCTURE
Year 1: Tier 1 & Tier 2

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

WDP111 Creative industries: photographic theory & practice 1
This subject provides the theory and practice required to implement a broad range of camera operations and produce creative photographic images.

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

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

WDP121 Creative industries: photographic theory & practice 2
This subject is a further development of the theory and techniques underpinning camera usage and practice. Some of the areas explored include lens and sensor design and limitations, camera usage under extreme conditions and RAW image formation.

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

WDP112 The world around us 1: light & location
This practical subject introduces students to the skills necessary to create photographic images on location. It will examine the necessary requirements for a suitable digital workflow and the ethical considerations whilst photographing people and places.

WDP122 The world around us 2: the constructed image
The subject will engage with studio and explore still life, presentation of objects and people and the symbolic value of the artefact. The occupation & health considerations of studio usage are introduced.
Year 2: Tier 3 & Tier 4

FDT213 Image and concept 3: genre and context
The subject develops and extends key themes introduced at Tier 1&2. It incorporates a combined approach to practice, contextual studies and critical writing. The focus is on two key areas – the portrait and the still life and a variety of practitioners, approaches, genres and outcomes are explored. There is continuous discussion centering on students’ work and different photographers, artists, practices and ideas.

WDP212 Creative Industries: studio practice 1
This subject builds on and extends key skills in studio lighting. It will deal with the necessary requirements to be able to produce a series of studio-based images focusing on portraiture and still life. Utilising a range of photographic equipment to explore lighting styles and photographing people in controlled set-ups, more complex fashion scenarios, and a variety of still-life scenarios. Students are required to update their knowledge regarding current technologies, equipment, materials and processes.

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

FDP 24 Image and concept 4: narrative and audience
This subject builds upon and reinforces the key skills and approaches developed in Tier 3, again incorporating a unified practice of image-making, context, reflection and critical writing. Students focus on a visual exploration of narrative and audience in its many connected forms and possibilities and a variety of practitioners, approaches and outcomes are explored. Students develop an integrated approach to their research and creative practice.

WDP 222 Creative Industries: studio practice 2
This subject builds on the previous skills and understandings and extends technical, lighting and conceptual approaches both on location and in the studio. Students continue to explore high-end equipment and a range of lighting styles and approaches. They develop an advanced methodical approach to the studio, through planning, storyboarding and research. Students become more confident and professional studio practitioners and gain vital experience in negotiating a variety of demands and approaches to the studio as a site of personal creativity and innovation.

DXP 221 Post-production processes 2
Building on the understandings already gained regarding digital workflows to develop deeper, more complex applications of processes and applications for real world usage - with an emphasis on expanding the skill-sets of the students in terms of printing and publishing across a variety of modes and platforms. Students are introduced to high-level colour and image management used for professional digital lab workflows and new publishing and editing capabilities utilising appropriate software and output processes.

TWP 212 Image cultures 2: the visual document
This subject borrows from the rich traditions of social documentary photography and situates students in a real world environment that allows them to respond to a project brief in both a collaborative and individual way. Students explore a range of social, cultural and ethical aspects centred on a collaborative project that requires them to develop a critical awareness of the relationship between their photography and the wider world.

WDP 223 The world around us 3: the moving image
The convergence of still and moving image, the proliferation of screen formats and creation of the new platforms for viewing images means the moving image is centrally placed amongst contemporary photographic practices. This subject is an introduction to the conceptual ideas, methods and technical aspects of video production. Students are required to plan, develop, produce and finalise a number of short moving image projects arising from specific briefs.
Year 3: Tier 5 & Tier 6

One of:

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

or

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

or

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

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

or

EFP 311 Images and connections: commercial photography 2
This subject extends the notions informing the entry into the world of contemporary commercial photographic practice, scrutinizing its context, difference in relation to other forms of visual media and recognizing its particular attributes.

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

or

EFP 323 Images and connections: photojournalism 2
This subject extends the notions informing the entry into the world of contemporary photojournalism, scrutinizing its ethics, context and difference in relation to other forms of visual media.

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

TCP 315 Visual thinking 2: research seminar
This subject further enables students to undertake independent research and critical reflection in an area of their choosing that supports the production of their final folio. It builds on the strategies and research methodologies appropriate to contemporary visual arts practice and theory.
TCP 326 Creative industries: the business of photography
Creative industries practitioners exploit their creativity for commercial and artistic gain. Emphasis is placed on researching contemporary and future trends in the global creative industries and locating your future markets. You investigate the link between creativity, technology and innovation and researching what is happening in the area of creative practice and innovation.

WXP 314 Mentor and industry practicum
This subject enables students to develop an understanding of the professional industry through a direct engagement with industry professionals. Significant stages of the mentor relationship will be examined including how best to make initial contact, timelines and professional procedures. Membership of the AIPP and entry into the AIPP APPA awards will provide a vehicle for students to actively benchmark their practice against industry standards.

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

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

EWP 322 Contemporary media: beyond the new
This subject will expose students to contemporary visual culture including photography, the moving image, temporal arts, installation, and how these forms are being integrated and reinterpreted between one another. It will ask the question of what an image can be in an era where clear demarcations are being continually broken down, giving rise to a diversity of form in the developing notion of what makes an image.

“I have loved EVERY minute of studying at PSC! From the amazing teachers to having the opportunity to push myself to achieve things I didn’t think I was capable of and having everyone support me the whole way!”

Taylor-Ferne Morris
Commercial Major Graduate
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.
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 2 semesters. The course is three years of full time study.

First Year: 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
Second Year: Level 3 & 4

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

Third Year: Level 5 & 6

These units of competency are assessed:
- Manage a project & Apply specialised photographic practice
- Work with a coach or/and 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.

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

“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

- 2014 AIPP Victorian Student Photographer of the Year – Marion Abada
- 2013 AIPP Australian Emerging Photographer of the Year – Kimberley Munro
- 2013 AIPP Australian Student Photographer of the Year – Emma McEvoy
- 2013, 2012 & 2011 AIPP Australian Tertiary Institution of the Year
- 2012 & 2011 ACMP Educational Institution of the Year

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

PSC is pleased to feature in this guide photographs by students and graduates and thanks them for their creative contribution
More photography can be viewed at college exhibitions or on the website: www.psc.edu.au

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