Bachelor of Photography

Higher Education Course code: V14334

Course and Delivery Information 2014

About 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 global commercial, art and photojournalism areas of the creative industries. The course is delivered in a supportive environment that promotes independent critical and reflective thinking, inquiry, creative practice, technique and contemporary context. Students are encouraged through continual folio development to undertake a prolific, creative and reflective approach to the possibilities of photography while developing technically excellent and critically engaged practices.

All students are required to undertake and successful complete 180 credit points in the following areas:

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

The integration of practice, technique and theory is integral to the structure and philosophy of the course. In the first year students gain a solid foundation in concept development, practice, theory, technique and underpinning photographic discourse. Second year extends meaning and genre exploration while developing a personal aesthetic and context. Final year students integrate their research and are guided through an independent study in their choice of major either commercial, art or photojournalism.

Professional level public exhibitions of student work are held twice yearly.

Delivery Mode:
The Bachelor of Photography is delivered in face to face mode including lectures, group tutorials, interactive workshops, demonstrations, practical exercises and other associated activities that enable students to achieve their goals. To contextualise the delivery approach, the underpinning philosophy is based on the studio model. Students are immersed in the studio mode of practice in a quest for knowledge and skill development and creative enrichment in order to enhance and extend their communicative and expressive capabilities.

Contact Hours:
The full time study program comprises six 14 teaching week semesters delivered over three years. The semester is based on approximately 15 contact hours per week and there are 2 final weeks of dedicated final semester folio production period/assessment period. The program is vertically integrated and requires the satisfactory completion in all subjects in each year of the course before proceeding to the next year. During assessment/folio production periods students have access to PSC facilities and support from teachers and allied staff.

1The studio model of learning and teaching includes creative practice, shared learning, peer/teacher feedback and review and cultural contextualisation.
Higher Ed Course of Study:
Bachelor of Photography course (V14334)
Completed in 6 semesters over 3 years of full time study
Delivery Mode for all Units of Study: On site delivery
Delivery Location for all Units of Study: Southbank, Melbourne

Higher Ed Unit of Study
The Bachelor of Photography course comprises 6 Units of Study delivered over 6 semesters as follows:
First year semester A = Tier 1
First year semester B = Tier 2
Second year semester A = Tier 3
Second year semester B = Tier 4
Third year semester A = Tier 5
Third year semester B = Tier 6

Each Unit of Study has a corresponding code as follows:
PSCHEDT1
PSCHEDT2
PSCHEDT3
PSCHEDT4
PSCHEDT5
PSCHEDT6

Unit of Study duration in 2014:
Semester A: 119 days
Semester B: 126 days

Census Dates in 2014:
Semester A: 21/03/14
Semester B: 15/08/14

Tuition Fee for each Unit of Study in 2013: $9,425.00

Enrolments are for one year and comprise 2 semesters or 2 Units of Study.
Important information and dates in 2014:

<table>
<thead>
<tr>
<th>Unit of Study Code:</th>
<th>Unit of Study</th>
<th>Commencement Date</th>
<th>Completion Date</th>
<th>Census Date</th>
<th>Tuition Fee</th>
<th>EFTSL</th>
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<tbody>
<tr>
<td>PSCHEDT1</td>
<td>Tier 1</td>
<td>24/02/14</td>
<td>20/06/14</td>
<td>21/03/14</td>
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<td>21/07/14</td>
<td>21/11/14</td>
<td>15/08/14</td>
<td>$9,425.00</td>
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</tr>
</tbody>
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**Course Structure**

The three year Bachelor of Photography course is structured across 6 Units of Study or 6 semesters each semester is known as a Tier:

**First year 2 Units of Study:**

**Unit of study: Tier 1 (code: PSCHEDT1):**

Each subject at this level focuses students on developing key skills and knowledge across all areas of photographic practice, theory, context and technique. Students are introduced to the notions of thinking critically, contextualising knowledge and responding creatively to a range of ideas and concepts in the visual domain. They will investigate some of the key historical, theoretical, cultural and political debates that inform photography and lens-based media and which are directly linked to the use of different approaches in the generation of images. Students are encouraged to explore a creative and risk taking approach to the possibilities of photographic imagery, producing conceptual portfolios that are underpinned by meaning the latest digital techniques and workflow.

These subjects are assessed in Tier 1 Semester A:  

| Core FDT 111 | Image and concept 1: the mediation of meaning | 9 |
| Core WDP 111 | Creative industries: photographic theory & practice 1 | 6 |
| Core WDP 112 | The world around us 1: light & location | 9 |
| Core TCP 122 | Image cultures 1: history & context of representation | 6 |
| **Total:** | **30** |

**Unit of study: Tier 2 (code: PSCHEDT2):**

Students build on their understanding and use of light both on location and in the studio and start to consider the theories of colour and the creative opportunities offered by the camera. Students explore brief led projects involving specific areas of photographic practice, workflow and technique. They examine the ideas and concepts that have shaped contemporary photography, investigating further how images represent meaning and how to apply this to their own image making. Students gain an appreciation of the key thinkers and theorists who can guide their own practice and an understanding of how to engage in a critique and exploration of this discourse. They will be asked to consider their work in both a meaningful and technical way producing a considered and negotiated folio of images.

These subjects are assessed in Tier 2 Semester B:  

| Core FDT 122 | Image and concept 2: representation and truth | 9 |
| Core WDP 121 | Creative Industries: photographic theory & practice 2 | 6 |
| Core WDP 122 | The world around us 2: the constructed image | 9 |
| Core TCP 111 | Visual thinking 1: language, design & the image | 6 |
| **Total:** | **30** |

**Unit of study: Tier 3 (code: PSCHEDT3):**

Students continue to develop their technical, contextual and conceptual skills and knowledge to a higher level and are encouraged to take an exploratory risk taking approach to their imagery. The semester extends meaning and genre exploration in the studio while developing a personal aesthetic and context. Students will be required to locate their practice with increasing confidence and with an ability to communicate and reflect on the underpinning discourse that informs and drives photography. Students are provided with the opportunity to work collaboratively on a major external project with a public outcome starting the process of industry contacts and networks.

These subjects are assessed in Tier 3 Semester A:  

| Core FDT 213 | Image and concept 3: genre and context | 12 |
| Core WDP 212 | Creative Industries: studio practice 1 | 6 |
| Core DXP 211 | Post – production processes 1 | 6 |
| Core TCP 122 | Image cultures 2: the visual document | 6 |
| **Total:** | **30** |
Unit of study: Tier 4 (code: PSCHEDT4):
At this level students are required to apply their learning in both practical and interpretive ways. Creative practice is extended in the studio and beyond and there is an increased emphasis on independent learning and engaging in a critical dialogue with both teachers and peers. The learning in each subject becomes increasingly integrated fostering the conceptual, critical and creative engagement of students. This particular approach enables students to implement knowledge and understanding in an original and independent way while exploring a diverse range of practices and approaches in detail. Students produce a well-researched and considered conceptual folio reflecting their exploration of technology, meaning and narrative.

These subjects are assessed in Tier 4 Semester B: Credit Points
Core FDT 224 Image and concept 4: narrative and audience 12
Core WDP 222 Creative Industries: studio practice 2 6
Core DXP 221 Post-production processes 2 6
Core WDP 223 The world around us 3: the moving image 6
Total: 30

Unit of study: Tier 5 (code: PSCHEDT5):
This is the final year of the course, students will be expected to integrate their creative practice and contemporary technology while guided through an independent study in their choice of major, either commercial, art or photojournalism. The focus for students will be to establish their own direction within their major and to place themselves within a professional contemporary context. They will be expected to immerse themselves in the industry through the mentor program, industry awards and building a business profile.

These subjects are assessed in Tier 5 Semester A: Credit Points
One of:
Elective EFP 311 Image and connections: commercial photography 1 12
Elective EFP 312 Image and connections: art photography 1 12
Elective EFP 313 Image and connections: photojournalism 1 12
Core WDP 313 Creative industries: workshop series 6
Core TCP 315 Visual thinking 2: research seminar 6
Core WXP 314 Mentor and industry practicum 6
Total: 30

Unit of study: Tier 6 (code: PSCHEDT6):
This is the final semester, students refine the notions informing the entry into the world of professional photography scrutinizing the ethics, context and difference in relation to their area of major. Students will refine their critical awareness and combine the theory and practices of their major to produce an extended body of work that strives for excellence in a socially and ethically responsible context. Students will be expected to immerse themselves in the industry, undertake relevant research and refine their business profile and knowledge.

These subjects are assessed in Tier 6 Semester B: Credit Points
One of:
Elective EFP 321 Image and connections: commercial photography 2 12
Elective EFP 322 Image and connections: art photography 1 12
Elective EFP 323 Image and connections: photojournalism 1 12
Core WDP 313 Creative industries: the business of photography 6
Two of these:
Elective EWP 325 The world around us: design and the global network 6
Elective EWP 321 Consumer cultures: writing for media 6
Elective EWP 322 Contemporary media: beyond the new 6
Total: 30
Total number of credit points = 180