PSC STAFF

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

Teachers & Tutors
Rob Anderson  B.A. Photo  
Lizette Bell  B.A. Photo 
Liliana Barbieri  M.A. Fine Arts  
Louisa Bufadeci  B.A., B. Ed, M.A Fine Art, B.Edu  
Anat Cossen  Dip Photo  
Elli Ioannou  B.A. Photo  
Nic Kocher  Dip Illust Photo  
Susan Knight  B.A., B.F.A. (Hons), Dip Ed  
Felicity Marshall  B.A. Fine Art (Hons), Dip Ed  
Scott McNaughton  Dip Illust Photo  
Jane Poynter  Dip Illust Photo, B.A., PhD (Arts)  
Nina Ross  Dip Illust Photo, B. Fine Art, M. Fine Art  
Craig Shell  B.A. Fine Arts (Hons), M.A. Fine Art  
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Barry Thompson  Dip Advt Des, TTCC  
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Gloria Marinovic

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Facilities & Service Officer
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Accounts Officers
Radhika Ambati  B.Com, M.Com  
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Studio Support
Jo Duck  Adv Dip. Photo  
Doug Hayne

Front & back cover images from left: Tinkara Trcek, Rachel Gedye, Vicki Moritz, Kimberley Munro, Paul Burgess
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Welcome to Photography Studies College (Melbourne) PSC, a tertiary educational institution focussed on providing a high quality teaching and learning experience. We offer our students a learning experience that emphasises intellectual inquiry and reflection on practice, and a learning environment in which they can explore and develop their capacity to be citizens, visual communicators and photographers.

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

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

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

This is PSC’s mission and purpose.

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

MESSAGE FROM THE MANAGING DIRECTOR

JULIE MOSS

OUR GREAT LOCATION

PSC is located in Southbank, in the heart of Melbourne’s vibrant arts and cultural scene; only 10 minutes walk to the city centre and 5 minutes from Flinders Street station. We are within easy walking distance of 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 close by.

For further information contact:
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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 MULTI AWARD WINNING COLLEGE – EXCELLENCE IN PHOTOGRAPHY EDUCATION AND TRAINING

2013
Winner Australian Institute of Professional Photography (AIPP) National Tertiary Institution of the Year for excellence in photographic education and training
Winner AIPP Australian Student Photographer of the Year, Emma McEvoy
Winner AIPP Australian 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
Runner up AIPP Australian Student Photographer of the year, Kimberley Munro
Winner AIPP Victorian Photography Student of the Year, Kimberly Munro

2011
Winner AIPP National Tertiary Institution of the Year for excellence in photographic education and training
Winner ACMP Educational Institution of the Year

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

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

Elliott Erwitt, Photographer

Kimberley Munro
LEADERSHIP AND GOVERNANCE AT PSC

PSC Governing Council and Academic Board

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

Julie Moss
Managing Director

Julie has over thirty years experience in 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.

Julie is Chair of the National Education Committee of the AIPP (Australian Institute of Professional Photography). She is passionate about photographic education and brings this passion and experience to her leadership of PSC. She 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 potential.

Jenny Heron
Director Communications & Students, PSC Academic Board, Member and PSC Governing Council, Member

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

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

Professor Robin Williams
PSC Academic Board, Chair and PSC Governing Council, Member

Professor Williams is a distinguished photographer with more than forty years experience in professional practice. He holds undergraduate qualifications in scientific and medical photography and Masters and PhD degrees in Medicine. He is currently a Fellow of the British Institute of Professional Photography, The Royal Photographic Society, The Biological Photographic Association of America and the Royal Society of Medicine.

He 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.

He was for many years the UNESCO Professor of Communications for the Asia-Pacific region. 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 wars, revolutions and international events in places as diverse as the Philippines, Cambodia, Indonesia, the Middle East, Africa, and Latin America. His work has been featured in magazines such as: Newsweek, Life, Time, New York Times, Paris Match and Vogue 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.

Michael has had three documentaries filmed about him including, Christiani an award-winning documentary which explored the spirituality inherent in his images.

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

Teagan Glenane
Photojournalism Major Graduate

The PSC graduation was a fantastic event held on Friday evening 31 May 2013 at the ACMI. The audience included our graduating students, their partners, family and friends, PSC mentors, external assessors and our many industry colleagues including representatives form the AIPP, ACMP, Adobe, Kayell, Sun Studios, Borge’s Imaging, Heartfelt, free radicals, Sally Brownbill, Next Byte, Irwin & McLaren and Exetel.

Representatives from the PSC Academic Board, Governing Council and Course Advisory Committee were in attendance and of course our teaching, administration and technical staff.

Some highlights of the evening included the images by the graduating class of 2012 featured on the ACMI screen and the stories of the many unfolding careers, awards and the journey ahead! An inspiring keynote address was given by award winning photographer and PSC Senior Fellow, Michael Coyne and new graduates Leon Schoots, Taylor-Ferne Morris and Sharon Hughes gave heartfelt and insightful graduate responses.

The PSC staff enjoy the graduation

Graduation award sponsors

Thanks to industry for their generous support and congratulations to all our industry award winners

Graduation award sponsors clockwise from top left: Ian van der Wolde with Tinkara Trcek with AIPP award for conceptual excellence and photographic innovation; Julie Moss PSC Managing Director with Taylor-Ferne Morris awarded for excellence in the Commercial Major; Julie Moss with Adobe award winner Beth Nott for high achievement, originality and commitment throughout the course; Daniel Colombo from Borge’s Imaging with Photoflex Award winner Leon Schoots for consistent application and high achievement; Julie Moss with the Peter Petty Memorial Award winner Adrian Dennett for technical and aesthetic excellence in landscape photography; Rob Anderson Chair ACMP with Danielle Allison awarded for excellence throughout the course; Matt Johnston from Kayell with Graeme Passmore awarded for commitment and high achievement throughout the course; Julie Moss with Nicole Sultana awarded for excellence in the Art Major.
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

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

PSC has a range of specialised facilities that are acknowledged as being among some of the best and most professional of any Australian specialised educational institution. PSC has a partnership with Adobe and a close relationship with equipment manufacturers, importers and professional photographers, so students will experience much of the latest techniques and technologies.

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

STUDIOS

At 65 City Rd on the ground floor are 2 professional studios – Fawkner Rd Studio and City Rd Studio – with double height ceilings, cyclorama, makeup and change rooms, backdrops, a range of lighting and grip gear including soft boxes, strip lights, booms, strobes, spots, floods, power packs, honeycombs, barn doors, scrims and reflectors; computer set ups for tethered shooting and multi-purpose work bays. The Studio Office staffed by the Studio Supervisor 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.

This year PSC and Adobe announced a partnership that will provide unprecedented access to the new Adobe Creative Cloud download for PSC students, a fully integrated suite of creative programs, making the Creative Cloud more affordable for our students.
RESOURCE HUB
The Resource Hub provides access to local and worldwide specialised photographic and visual culture information resources through electronic journal and book resources. The electronic journals and eBook resources allow for off campus access. The Information and Resource officer provides advice and assistance with research/information as required. Students are also familiarised with the State Library of Victoria, given its proximity for further research.

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, qualified professionals who constantly bring their current practice, commitment to great educational outcomes and expertise to the classroom. These dedicated teachers are an important factor in the high quality and innovation of the student experience. Together with the teaching staff there is also an established support system.

For full time study your support contact is the Communications & Students Officer. Her office is on level 1 of 65 City Rd. She is the initial point of contact for all students from information through to general course discussion, enrolment information, career questions, forming strategies to assist with financial difficulties, referral to learning support, referral to professional counsellor, accommodation information, personal issues, handling concerns and grievance issues, and general support. There is access to the Director Communications & Students and Academic Director via appointments. Their offices are located within this administration area.

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

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

ACADEMIC CONSULTATIONS
All teaching staff are available for student consultations at times notified on the teaching staff office door. Students can email request 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.

TECHNOLOGY SUPPORT
Students requiring technology support may book student consultations with the digital teacher or use supervised access in the digital labs and/or studio at the allocated times. These times will be notified in the digital centre and via student communications. Teachers can recommend that students book into these supervised access sessions for additional support.

“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 is available from the Department of Industry, Innovation, Science, Research and Tertiary Education by contacting the student support enquiry line on 1800 020 108 and www.studyassist.gov.au and for more information on VET FEE-HELP call the student hotline 13 3873 or visit 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

BUDGETING FOR YOUR TERTIARY STUDY AT PSC

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

You should at all time be aware of the rapid rate of technological change in the photography industry and the impact this may have on equipment requirements and material. None of these other expenses are included in your tuition fees.
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 its students to undertake a Community Service Learning program entitled Photography in the Community (PIC). This project gives each student the opportunity to learn in a real world scenario with an allocated community organisation and provides learning experiences which will assist in forming an inclusive context of support and respect for all citizens. At the conclusion of the project, the organisation receives images that can be used for public relations and promotional purposes.

A similar program that has linked students to community organisations has been delivered by PSC for the last eighteen years. For the students, the relationship with their organisation often continues after completion of the project.

“From this (the project) I have taken away a hugely valuable experience, not only furthering my communication skills but being able to conduct myself in a professional and courteous manner, and deliver images to the client at hand in a punctual fashion”

Andrew Hardy
Second year

“My client was the Salvation Army community aged care program. Volunteers visit clients and help them with things they might struggle to do on their own such as making doctors appointments, doing the washing, organising medication and grocery shopping. Through this project I have learnt about having respect for the people you are photographing, time and organisation skills, problem solving and have gained confidence in giving people direction.”

Amy Sullivan
Second year
In my final year I worked incredibly hard to take advantage of the mentor program and this had a huge influence on my own work and my path once the program at PSC finished. Currently I am assisting full time for an incredible photographer! She was my mentor during final year and still inspires me everyday. She has had a massive influence on my work and I still pinch myself regularly when we work together. I also shoot some freelance work on the odd day I have free!"

Leon Schoots
Commercial Major Graduate
THE BUSINESS OF PHOTOGRAPHY

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

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

EMPLEYMENT 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.
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 backup process workbook (brainstorming and research), should represent the applicants ideas, processes, inspirations and abilities including their aptitude for photography, originality and creative potential. Applicants should come to the interview prepared to discuss and answer questions about their folio including ideas, research and motivation.  

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

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 that promotes independent critical and reflective thinking, creative practice, contemporary technique and context.  
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, latest digital techniques and workflow processes. 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 photojournalism while engaging with the well-established mentor program and the business of photography.
CHOICE OF MAJOR SELECTIONS: COMMERICAL PHOTOGRAPHY

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

ART PHOTOGRAPHY

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

PHOTOJOURNALISM

This major is for students who love to communicate with people, to traverse cultural barriers and continental borders and want to harness the power of photography to communicate a story. The program enables students to combine the theory and practice of photojournalism/editorial/social documentary photography in a socially and ethically responsible way. Students will be required to become proficient in diverse media platforms.
Our degree program will offer students the opportunity to:
• Get a 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.

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.

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.

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.

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.

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.

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

Albert Einstein

Year 2: Tier 3 & Tier 4

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

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

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

WDP 222 Creative Industries: studio practice 2
The subject will address workflows with an emphasis on developing technical control within the context of contemporary visual language in a studio environment. Areas include genres of lighting styles and approaches associated with photographing people as well as more conceptual still-life imagery.

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.

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

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

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

or

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

EFP 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 recognising its particular attributes.

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

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

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

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.
WXP 314 Mentor and industry practicum
This subject will enable students to develop an understanding of the professional industry through a direct engagement with industry professionals. It provides an appreciation of possible employment possibilities and real examples of current work practices. Significant stages of the mentor relationship will be examined including how best to make initial contact, addressing organisational skills, timelines and professional procedures. Membership of the AIPP and entry into the AIPP APPA awards will provide a vehicle for students to actively benchmark their practice against industry standards.

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

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

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

“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
### Bachelor of Photography Course Structure

<table>
<thead>
<tr>
<th>Tier 1</th>
<th>Subject</th>
<th>Semester A</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>FDT 111</td>
<td>Image and concept 1: the mediation of meaning</td>
<td>9</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 111</td>
<td>Creative industries: photographic theory &amp; practice 1</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>TCP 122</td>
<td>Image cultures 1: history &amp; context</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 112</td>
<td>The world around us 1: light &amp; location</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Total:</td>
<td></td>
<td><strong>30</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Tier 2</th>
<th>Subject</th>
<th>Semester B</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>FDT 122</td>
<td>Image and concept 2: representation and truth</td>
<td>9</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 121</td>
<td>Creative industries: photographic theory &amp; practice 2</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>TCP 111</td>
<td>Visual thinking: language, design &amp; the image</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 122</td>
<td>The world around us 2: the constructed image</td>
<td>9</td>
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<td>Total:</td>
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<table>
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<tr>
<th>Tier 3</th>
<th>Subject</th>
<th>Semester A</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>FDT 213</td>
<td>Image and concept 3: genre and context</td>
<td>12</td>
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<tr>
<td>Core</td>
<td>WDP 212</td>
<td>Creative industries: studio practice 1</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 211</td>
<td>Post-production processes 1</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>TCP 212</td>
<td>Image cultures 2: the visual document</td>
<td>6</td>
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<tr>
<td></td>
<td>Total:</td>
<td></td>
<td><strong>30</strong></td>
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<table>
<thead>
<tr>
<th>Tier 4</th>
<th>Subject</th>
<th>Semester B</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core</td>
<td>FDT 224</td>
<td>Image and concept 4: narrative and audience</td>
<td>12</td>
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<tr>
<td>Core</td>
<td>WDP 222</td>
<td>Creative industries: studio practice 2</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>WDP 221</td>
<td>Post-production processes 2</td>
<td>6</td>
</tr>
<tr>
<td>Core</td>
<td>TCP 223</td>
<td>The world around us 3: the moving image</td>
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<tr>
<td></td>
<td>Total:</td>
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<table>
<thead>
<tr>
<th>Tier 5</th>
<th>Subject</th>
<th>Semester A</th>
<th>Credit Points</th>
</tr>
</thead>
</table>
| Choose 1 of the Electives
| Elective | EFP 311 | Images and connections: commercial photography 1 | 12            |
| Elective | EFP 312 | Images and connections: art photography 1       | 12            |
| Elective | EFP 313 | Images 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**        |

<table>
<thead>
<tr>
<th>Tier 6</th>
<th>Subject</th>
<th>Semester B</th>
<th>Credit Points</th>
</tr>
</thead>
</table>
| Choose 1 of the Electives
| Elective | EFP 321 | Images and connections: commercial photography 2 | 12            |
| Elective | EFP 322 | Images and connections: art photography 2       | 12            |
| Elective | EFP 323 | Images and connections: photojournalism 2       | 12            |
| Choose 2 of the Electives
| Elective | EWP 325 | The world around us 4: design and the global network | 6             |
| Elective | EWP 321 | Consumer cultures: writing for media            | 6             |
| Elective | EWP 322 | Contemporary media: beyond the new              | 6             |
| Core     | TCP 326  | Creative industries: the business of photography | 6             |
|        | Total:    |                                                 | **30**        |

**Total for Degree**: 180 Credit Points
FOSTERING SCHOLARSHIP IN PHOTOGRAPHY & THE VISUAL ARTS

This year PSC together with Ballarat International Foto Biennale presented an inaugural one day symposium exploring ideas surrounding photographic and literary representations of selfhood and constructions of identity.

The two keynote speakers on the day were Anne O’Hehir, Assistant Curator of Photography at the National Gallery of Australia and Jill Orr, renowned international performance artist based in Australia.

A range of papers and creative projects were presented from researchers, postgraduates and creative practitioners working across all aspects of the arts.

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.accabox.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
- 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.metlinkmelbourne.com.au

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

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.

CRICOS Course Code: 076332G

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
• Apply colour theory to photographic practice
• Manage colour in a digital environment
• Use studio cameras and lighting
• Develop personal photographic style
• Apply advanced post – production techniques
• Apply digital imaging & printing processes
• Produce a moving image
• Apply studio lighting techniques

Third Year: Level 5 & 6
These units of competency are assessed:
• Manage a project & Apply specialised photographic practice
• Work with a coach or/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 who 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

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
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
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

LEADING MULTI AWARD WINNING COLLEGE

• 2013, 2012, 2011 AIPP Australian Tertiary Institution of the Year
• 2013 AIPP Australian Student Photographer of the Year - Emma McEvoy
• 2013 AIPP Australian Emerging Photographer of the Year - Kimberley Munro
• 2012 & 2011 ACMP Educational Institution of the Year

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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