

UNDERGRADUATE CERTIFICATE OF SCREEN MEDIA DIPLOMA OF SCREEN MEDIA



**PHOTOGRAPHY
STUDIES COLLEGE**

SCREEN MEDIA

SHORTER COURSE QUALIFICATIONS

- **Undergraduate Certificate of Screen Media**
- **Diploma of Screen Media**

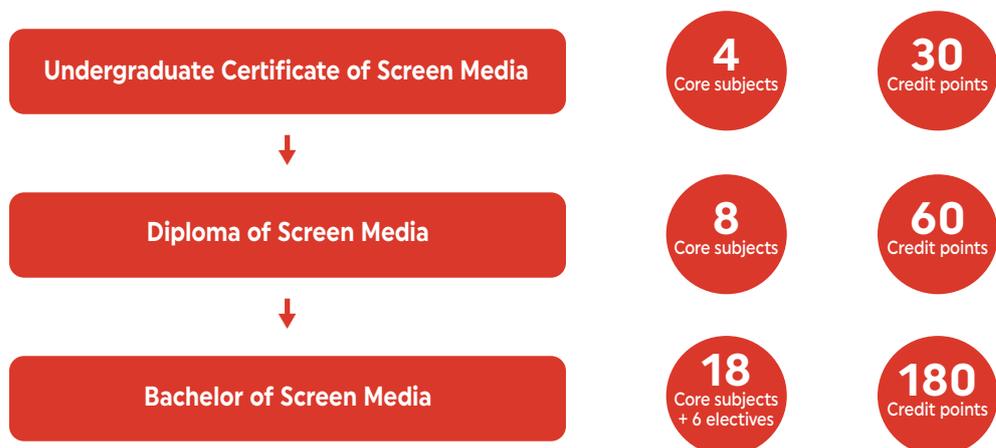
Nobody does photography, digital imaging and digital media like us! PSC has been a leader in photography education for over 50 years and now we're building on this legacy in the fast-moving world of screen media. Our new innovative Undergraduate Certificate and Diploma of Screen Media courses build on our expertise and excellence in visual storytelling, creativity and lighting and push the boundaries.

The world of media is rapidly changing and so should your education!

At PSC we have embraced the change and created truly groundbreaking, forward focused courses specifically designed to address today's new media realities. Content is created, shared and remixed faster than ever, and these courses will prepare you to have confidence and be innovative, by developing your cutting-edge skills, adaptability and versatility. AI is here and we're ready! Our courses leveraging AI as a key tool and skill, to be mastered ethically and creatively, enabling you to stay ahead of the pack and truly stand out in this fast-paced industry.

Both courses will provide you with a guaranteed pathway into the Bachelor of Screen Media. The Undergraduate Certificate of Screen Media is completed in 4 subjects and the Diploma of Screen Media in 8 subjects.

Be part of this storytelling revolution and develop the adaptable in-demand skills that will set you apart.



STUDY AT AUSTRALIA'S #1 PHOTOGRAPHY AND DIGITAL MEDIA COLLEGE

At PSC you'll join a nurturing and supportive community where creativity thrives, learning is practical and inspiring, teachers fuel your passion and our supportive staff will make your student journey unforgettable.

We understand creatives and know what you need to thrive. Our range of course qualifications, are dynamic and responsive, designed to take you on a journey of discovery, to realise your talents and creative purpose in this fast paced digital world.



AUSTRALIA'S #1 PHOTOGRAPHY AND DIGITAL MEDIA COLLEGE

#1 Multi award-winner with over 50 years of delivering outstanding photography education.



WORLD CLASS SPECIALISED FACILITIES

Our campus has been exclusively planned and designed for a bespoke learning experience. Includes high end photography studios, cyclorama, post-production labs, digital media software, high end printing area, specialised library and online resources.



SCREEN MEDIA

Building on our expertise in photography and visual storytelling, we are meeting the challenges of the new media realities with our cutting edge qualifications in Screen Media Undergraduate Certificate | Diploma | Bachelor Degree.



GREAT STUDENT TO TEACHER RATIO

Personalised practical hands-on learning environment with smaller class sizes so the focus is on nurturing your confidence, skill set and creative vision.



LEARN FROM INDUSTRY LEADERS

Our lecturers are leading professionals highly respected and connected in the photography and digital media industry.



STRONG NETWORKS & CONNECTIONS WITH INDUSTRY

Build a network of external mentors and industry connections with our Jobs Register, real-world projects and unique Industry Mentor Program.



FLEXIBLE LEARNING OPTIONS

Our specialised courses offer you blended options so you can tailor your experience: on-campus learning OR online via zoom.



GLOBAL & NATIONAL OPPORTUNITIES

We collaborate closely with UEDA Fashion College in Japan giving our students the opportunity to visit, study and collaborate on projects.

Other opportunities include Shasen School of Photography and Film (Japan), Johns Hopkins University (USA), Paris Fashion Week (Fr), Ballarat Foto Biennale (AUS), PHOTO Australia (AUS), Centre for Contemporary Photography (CCP), Asia-Pacific Photobook Archive.



FEE-HELP AVAILABLE

You can apply for FEE-HELP to cover tuition costs.

Range of course qualifications

- Undergraduate Certificates
- Diplomas
- Degrees
- Masters

Support and networks

- Personalised assistance with your transition to tertiary study
- One-on-one support
- Peer-to-peer mentoring across year levels
- Regular lunchtime social events and workshops
- Dedicated student support team
- Student engagement program

#1 Student Satisfaction amongst Australian Creative Arts Providers*

- Overall student satisfaction 95.6%
- PSC students also rated very highly
- Teacher quality at 91%
 - Skills Development at 86%

*2023 National (SES) Survey

Image by PSC Student Rita Maloyan



UNDERGRADUATE CERTIFICATE OF SCREEN MEDIA

- 🕒 3 Months full time study (12 hours contact per week)
- 📍 Sth Melb campus OR remote online via zoom
- 🔄 Guaranteed pathway advanced entry into the Diploma and Degree
- 🆘 FEE-HELP enabled

WHAT IS AN UNDERGRADUATE CERTIFICATE OF SCREEN MEDIA?

This course is designed to cover the fundamental skills and experiences needed in the exciting and fast-evolving world of screen media. You'll learn from experts and start to build a range of practical, hands-on technical and creative skills. AI is integrated ethically and creatively to enhance both your creative production and theoretical learning, you'll learn to use and experiment with these new tools, refine and develop your creative methods and embrace change.

You'll explore visual storytelling across different moving image genres, including narrative, experimental and documentary styles, and build a foundation for creative self-expression through moving image work.

You'll start to develop your technical experience in camera operation, framing, movement and perspective while learning to apply these techniques to various cinematic styles. You'll be introduced to non-linear editing, colour grading and sound design, using professional editing software and visual and audio post-production, and learn to refine and create cohesive narratives for visual impact.

Undergraduate Certificate of Screen Media



Diploma of Screen Media

4

Core subjects

8

Core subjects

WHAT YOU WILL LEARN

SEMESTER 1	FOLIO 1: GENRE AND NARRATIVE	PRODUCTION 1: CAMERA	IMAGE CULTURES 1	POST- PRODUCTION 1: EDITING AND GRADING
	Intro to storytelling and creative self-expression in moving image work	Camera technique, framing and movement	Explore key historical developments in media and shifts in screen practices and visual culture.	Non-linear editing, colour grading and sound design

FOLIO 1: GENRE AND NARRATIVE

Exploration of cinematic techniques, creative concepts and documentary styles to develop an artistic direction and understanding of visual storytelling.

PRODUCTION 1: CAMERA

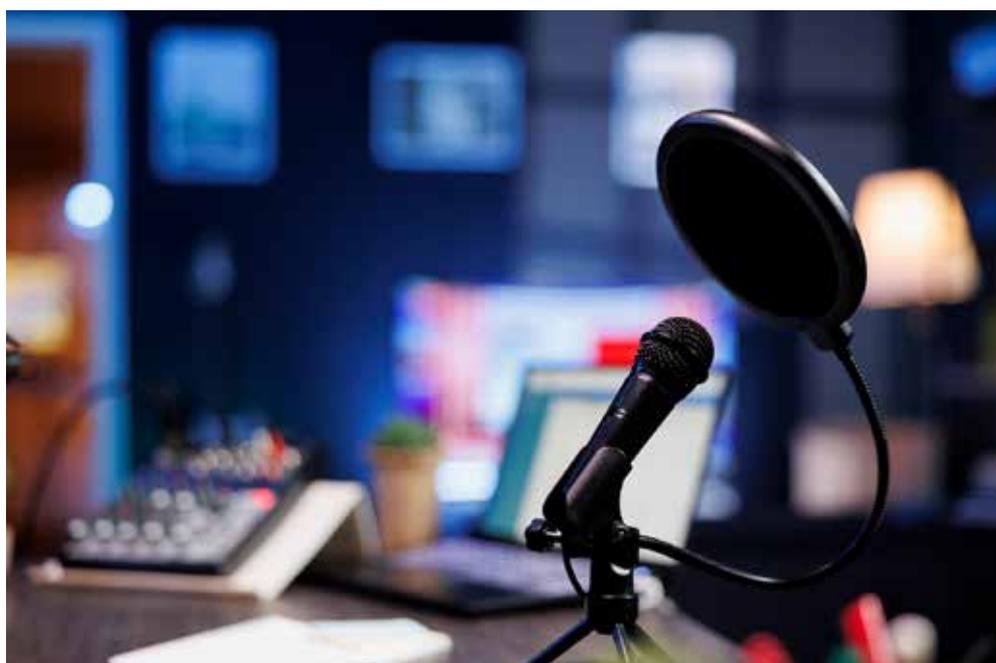
Essential camera techniques, shot composition and visual storytelling. Practical camera operation, framing and movement, applying these techniques to cinematic styles.

IMAGE CULTURES 1

Explore key historical, cultural and social developments of still and screen media. Critically examine technological shifts and look at major artistic movements shaping visual culture.

POST- PRODUCTION 1: EDITING AND GRADING

An introduction to non-linear editing, colour grading and sound design. You will use professional software to refine raw footage and explore pacing, rhythm and sequencing to construct compelling narratives.



DIPLOMA OF SCREEN MEDIA

- 🕒 6 months full time study (12 hours contact per week)
- 📍 Flexible study options: Sth Melb campus OR remote online via zoom
- 🔄 Guaranteed pathway advanced entry into either Degree
- 🎓 FEE-HELP enabled

WHAT IS A DIPLOMA OF SCREEN MEDIA?

Building on the Undergraduate Certificate you'll undertake a deeper exploration of cinematographic techniques, including advanced lighting, dynamic camera movements and the impacts of strong visual composition. You'll examine the relationship between images, design and meaning and refine your ability to craft compelling imagery through technical and creative decisions. You'll be encouraged to develop creative projects that challenge conventions and push the boundaries of moving image expression.

In meeting the challenges of the new media reality, you'll learn to embrace AI to enhance both your creative production and theoretical learning and, to use it both ethically and creatively; from navigating AI bias to representation in storytelling.

In producing your folio you'll explore innovative and experimental approaches to filmmaking, integrating practical and CGI elements. This innovative course will start to build your skills, adaptability and confidence in the exciting and fast evolving world of digital media creation.

Diploma of Screen Media



Bachelor of Screen Media

8

Core subjects

18

Core subjects
+ 6 electives

WHAT YOU WILL LEARN

SEMESTER 1	FOLIO 1: GENRE AND NARRATIVE	PRODUCTION 1: CAMERA	IMAGE CULTURES 1	POST- PRODUCTION 1: EDITING AND GRADING
		Intro to storytelling and creative self-expression in moving image work	Camera technique, framing and movement	Explore key historical developments in media and shifts in screen practices and visual culture.

SEMESTER 2	FOLIO 2: EXPERIMENTAL MOVING IMAGE	PRODUCTION 2: CINEMATOGRAPHY	VISUAL THINKING 1	POST PRODUCTION 2: SFX
		Experiment with conceptual and technical approaches to filmmaking, exploring non-linear, and hybrid storytelling techniques	Exploration of cinematographic techniques, adv lighting setups, camera movements	An examination of the relationship between images, design principles and meaning in visual storytelling

FOLIO 1: GENRE AND NARRATIVE

Exploration of cinematic techniques, creative concepts and documentary styles to develop an artistic direction and understanding of visual storytelling.

PRODUCTION 1: CAMERA

Essential camera techniques, shot composition and visual storytelling. Practical camera operation, framing and movement, applying these techniques to cinematic styles.

IMAGE CULTURES 1

Explore key historical, cultural and social developments of still and screen media. Critically examine technological shifts and look at major artistic movements shaping visual culture.

POST- PRODUCTION 1: EDITING AND GRADING

An introduction to non-linear editing, colour grading and sound design. You will use professional software to refine raw footage and explore pacing, rhythm and sequencing to construct compelling narratives.

FOLIO 2: EXPERIMENTAL MOVING IMAGE

You'll explore innovative approaches to storytelling through non-traditional narrative, abstraction and multimedia techniques. You will have the opportunity to experiment with and explore non-linear, abstract and hybrid storytelling.

PRODUCTION 2: CINEMATOGRAPHY

A deeper exploration of cinematographic techniques, including advanced lighting setups, lens selection, framing, dynamic camera movements and the impact of strong visual composition.

VISUAL THINKING 1

You'll examine the relationship between images, design principles and meaning in visual storytelling. And explore in a practical way the intersection of design, photography and moving image learning how to apply this to your own work.

POST PRODUCTION 2: SFX

A technical and creative introduction to visual effects, motion tracking and composition. You'll explore digital tools to enhance storytelling, integrating practical and CGI elements into moving image projects.

BE CONNECTED WITH INDUSTRY AND THE CONTEMPORARY PHOTOGRAPHY | DIGITAL IMAGING AND DIGITAL MEDIA COMMUNITY

With our impressive range of industry networks, collaborations and specialised focus we get you industry connected, ready to work or do further study.

World class industry standard facilities

Our new campus is acknowledged as having some of the best facilities for a specialist institution in Australia. We maintain superior professional studio spaces with a range of professional studio equipment, and a series of large digital labs with MAC computers and software. High end photographic printing facility and a specialised library.

Global links

Links with International Photography Festivals and organisations, international photography tours, UEDA Fashion College Japan and our many well respected international mentors ensure our students are constantly exposed to numerous global opportunities.

Job ready graduates

Our students graduate from their courses job ready according to the course level. With the support of our industry networks and our industry focused curriculum, our students are made industry aware from commencement onward. Students articulating from the Undergraduate Certificate and Diploma into the Bachelor of Screen Media course will have the added advantage of the final semesters program which offers, choice of major, range of stand out electives, in addition entrepreneurial and marketing subjects. .

Extensive industry networks

Our lecturers are leading professionals highly respected and connected in the photography, digital media and image making industry. These connections often lead to direct job and work experience outcomes for students and graduates. Our large professional studios are extremely well supported and equipped through our strong local industry connections with SUNSTUDIOS, Broncolor, Kayell Australia, and Elinchrom.

Industry mentor program

Building a network of external mentors and industry contacts are a recognised pathway to employment, jobs and a deeper connection with the creative industries. Students articulating from the Undergraduate Certificate and Diploma into the Bachelor of Screen Media course will have access to our extensive and unique mentor program with the opportunity of working with local, national and international industry professionals to build those networks and contacts.

Unrivalled student experience

You are at the centre of what we do and the courses we deliver. We provide a great student to teacher ratio, small class sizes and a friendly, supportive learning environment. Rated #1 for student satisfaction national wide among all creative arts providers.

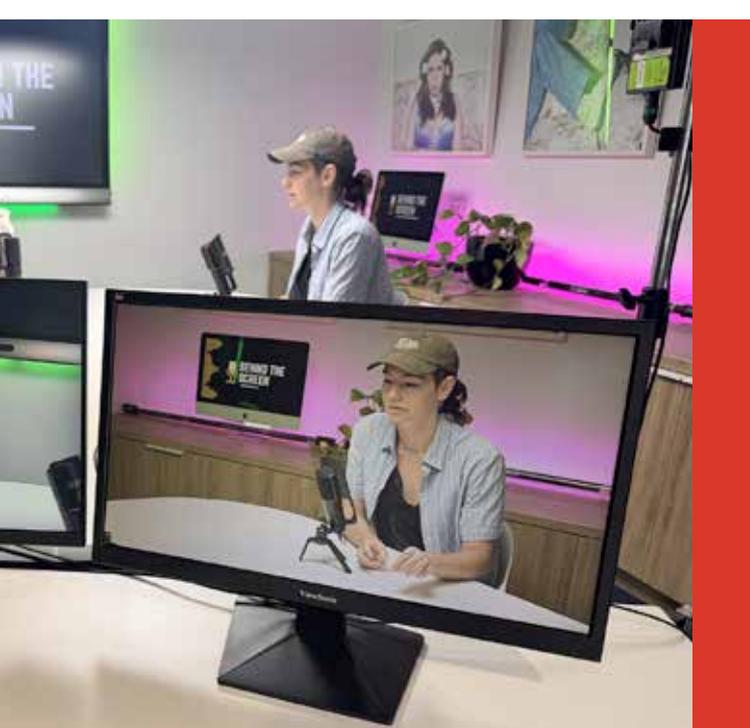


**Flexible options: On campus
and remote learning**

Our course delivery includes interactive photography classes, workshops and tutorials, demonstrations and practical participation. Whether you choose to study face-to-face OR in real time via Zoom, all PSC students receive the same level of teacher guidance and support.

**AI is here –
we're ready!**

PSC is a leader in AI-integration. Master these tools ethically & creatively in our screen media courses.



"At PSC there are always so many opportunities to have one-on-one conversations with teachers, so you are always exposed to an environment of immediate feedback, sharing opinions and communication.

Each subject is really beneficial and every teacher really passionate, so every class provides me with new and valuable insights, making every day so rewarding."

– Tara Ku | PSC Student

LEARN WITH INDUSTRY EXPERTS

Our expert teaching team and lecturers consist of national and internationally renowned photographers, videographers, digital media specialists and content producers.



NIC KOCHER

Nic Kocher is the Convenor of Screen Media at PSC, and is shaping courses for the evolving media landscape. A former Age photographer, he later freelanced for major clients while exploring time-lapse and projection-based media. As an installation artist, he merges artistic vision with technical expertise. Passionate about AI and image-making, he researches its impact on visual storytelling. Holding a Master's in Visual Art, Nic examines how AI is reshaping creativity and media.



TIFFANEY BISHOP

Tiffany is a photographer, artist-educator with a background in community practice and youth arts. She has a Masters in Photography and a PhD in Fine Art and co-founded a youth-driven artist-run initiative tbC. The artistic methods and studio-based learning practices developed within this collaborative space are bold and inspiring and have supported over 100 young artists. tbC has exhibited widely, been nominated for publication design awards and secured repeat arts funding.



JUAN FARRELL

Juan has worked as a professional photographer in Australia, India, Hong Kong, Dubai, and Lima since 2009. He has had his work in advertising and fashion campaigns published extensively. For six years, he successfully operated his own studio in Lima before joining The Photo Studio Australia as head photographer. Juan has also taught commercial photography for many years leading seminars and masterclasses in portraiture and fashion photography.





APPLICATIONS AND ENROLMENTS



Essential requirements

All applicants should complete and submit the relevant PSC Course Application form at psc.edu.au and are required to demonstrate appropriate levels of English language proficiency consistent with studying in tertiary education. Upon receiving your application, you will be contacted to arrange your individual discussion our Admissions staff. You will also be invited to show some current examples of your photography or video, or other mediums.

Applicant groups for this course include

Applicants with current and/or previous Yr 12 - VCE, VCE Vocational major or equivalent

Applicants with other vocational study in photography or related area

Applicants with work or relevant life experience

Mature Age

Interview and Offer

The interview is a short discussion and a way for us to get to know you and your interest, motivation and inspirations in photography, digital media and image making. Offers are made after the completion of the interview process.

Enrolment

Enrolment is for the duration of the course. When you accept your offer you will complete the enrolment form indicating your tuition fee payment options. Tuition fee information is available on the website at www.psc.edu.au

Equipment information

To get started you need your own digital SLR or mirrorless camera, portable hard drive and Adobe Creative Cloud student subscription and relevant AI software. Any additional materials required are advised prior to enrolment.

Course Intakes

There are 2 intakes per year February and June. Check the website for exact commencement dates or contact us directly.

Fee information

These qualifications are fully FEE-HELP approved. Domestic students may apply for FEE-HELP to cover tuition costs. More info: studyassist.gov.au

FEE-HELP is not available for international enrolments.

When you accept your offer, and complete your enrolment form, you also choose your tuition fee payment option. Visit www.psc.edu.au for more information.

Pathways to employment and further learning

The Undergraduate Certificate and the Diploma provide pathways to employment or further study or both. These qualifications will prepare you for support and entry level junior roles in screen media such as digital post-production and retouching, cataloguing visual content or being a content creator, visual editing assistant, entry level production assistant, or camera operator.

Alternatively, once you have completed either of these qualifications you gain direct entry into the Bachelor of Screen Media degrees with credits.

Further information

For questions or further information email our Course Advisors at study@psc.edu.au or call us on 03 9682 3191
www.psc.edu.au

Get more info about our students, graduates and teachers on Instagram, Facebook and LinkedIn.



OUR CREATIVE CAMPUS PROVIDES WORLD CLASS FACILITIES

Our purpose built campus is the culmination of extensive research and planning and provides our students with an exciting contemporary learning environment.

Our extensive range of facilities are designed to provide creative learning zones, equipped with state of the art resources and specialised photographic and content creation equipment.



We are the only specialised photography and digital media college with a full professional working studio where you will learn all aspects of studio photography, and studio-based visual media production. This large professional space with cyclorama is a major feature of our campus and is equipped with the latest photographic studio equipment, make up areas and specialist software.



OUR FACILITIES AT A GLANCE

Studios

- Up to 6 meter high ceilings
- Multiple shooting bays with tethered work stations
- Broncolor and Elinchrom lighting equipment
- Full range of light shapers and modifiers
- Lighting support equipment
- Make up and dressing bay
- Shower facilities and kitchen area
- High roller door access

Digital Labs and Print Shop

- Dedicated digital teaching spaces
- iMac computers, monitors
- Projectors calibrated to ICC standards
- Microsoft Office and Office 365
- Capture One

The Library

- Specialised books and journals
- Online resources available 24/7
- Catalogue and collections assistance
- Support staff

Student centred break out zones

- Range of light filled spaces for students to network and meet
- Work stations for individual work



YOUR CAREERS IN SCREEN MEDIA

Digital Marketing Specialist

Colourist

Multimedia Producer

Sound Designer

Video Producer

Virtual Reality (VR) Developer

Art Director

Prompt Engineer

Audio Producer/Podcaster

Creative Technologist

Commercial Digital Artist

Digital Artist

Director

VJ (Video Jockey)

Director of Photography

Video Artist

Editor

Script Writer

Digital Effects Expert





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