

Photography
Digital Imaging
Videography
Screen



Bachelor of Photography and Digital Imaging



FASHION PHOTOGRAPHY
COMMERCIAL PHOTOGRAPHY
DOCUMENTARY
VIDEOGRAPHY & SCREEN

You will embark on an inspiring journey and open your career and creative options in today's visual world

AUSTRALIA'S LEADING PHOTOGRAPHY COLLEGE

- Multi award-winning
- World class purpose designed facilities
- Long and rich photography heritage
- Face-to-face and remote learning
- Industry professional lecturers
- Well-established mentor program
- Future focused
- Extensive industry networks
- Job & career outcomes
- A vibrant alumni community

STUDY AT AUSTRALIA'S LEADING PHOTOGRAPHY COLLEGE

A TRANSFORMATIVE EXPERIENCE

Immerse yourself in photography and digital imaging at PSC and join a vibrant nurturing community that will allow you to express yourself, find your purpose and true potential.

As Australia's leading photography and digital imaging specialist our focus is on delivering a transformative educational experience and the very best student and graduate outcomes.

We believe that photography, digital imaging, and digital media are central to 21st century connectivity and powerful mediums for self-expression, representation and communication in our complex and changing world.

We want you to be part of this powerful and crucial medium and with our unique degree course and student experience; learn how to push creative boundaries, realise your talents, creative options and career dreams.

Join us on this exciting journey of discovery!

YOUR FUTURE PURPOSE AND TRUE POTENTIAL CAPTURED

At PSC we are deeply committed to providing a nurturing and creative community that will allow you to find your purpose and true potential. Being a small specialist college, allows us to focus our energy and resources on delivering the very best learning outcomes and educational experience possible.

Learning with us you gain confidence, enlarge your horizons, broaden your skill set, deepen your knowledge and expand your creative and career options. Our Bachelor of Photography and Digital Imaging degree has been developed over years of working closely with industry and the digital media sector to provide the very best creative course qualification and outcomes.



AUSTRALIA'S LEADING PHOTOGRAPHY COLLEGE

A multiple award-winner providing outstanding photography specific 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, high end printing area, specialised library and online resources.



GREAT STUDENT TO TEACHER RATIO

You are immersed in practical, hands-on learning environments that mirror professional practice. We provide fantastic student to teacher ratio in smaller class sizes.



LEARN FROM INDUSTRY LEADERS

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



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 BLENDED 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.



YOUR FUTURE

BACHELOR OF PHOTOGRAPHY AND DIGITAL IMAGING

HE Course code: CRS1200013 | CRICOS course code: 079866G

Studying our unique Bachelor of Photography and Digital Imaging degree qualification you'll experience an outstanding course that will elevate your opportunities, creative options and career outcomes.

From focusing on traditional camera craft and strong technique, to contemporary digital imaging, post-production and videography, you explore artistic ways of seeing and creating with light through to developing a deep understanding of visual thinking and the language of great photography. You will be nurtured and supported to express yourself and find your creative vision and purpose.

We understand creatives and know what you need to thrive. Our degree program is dynamic and inspiring, designed to take you on a journey of discovery, to realise your talents and expand your scope and know-how as a photographer and image maker in the contemporary world.



Image by Peter Zeegers



Image by Lorien Shannon



Image by Paul Fisher

OUR RESPONSIVE COURSE

Our innovative degree course has a focus on creative development and expression, post-production, strong photography skills and practice and camera technique; together with the many contemporary innovative practices of digital photography, video, screen and content production.

You'll gain the professional education you need to be versatile and responsive in today's photography landscape and pursue a rich and varied career in photography, videography, digital imaging and content creation.

YOUR BACHELOR COURSE INFORMATION

At PSC we run 3 semesters per year so you can complete your Bachelor degree sooner in just 2 Years of full time study.

Semester 1 & 2

You start by exploring the range of creative possibilities offered by your camera and digital technology. You learn to apply the professional practices underpinning digital capture and workflow including storage, cataloguing, post processing, capture, technique, lighting and screen/print output. You will explore a range of photographic genres and contemporary approaches to photographic practice and visual storytelling.

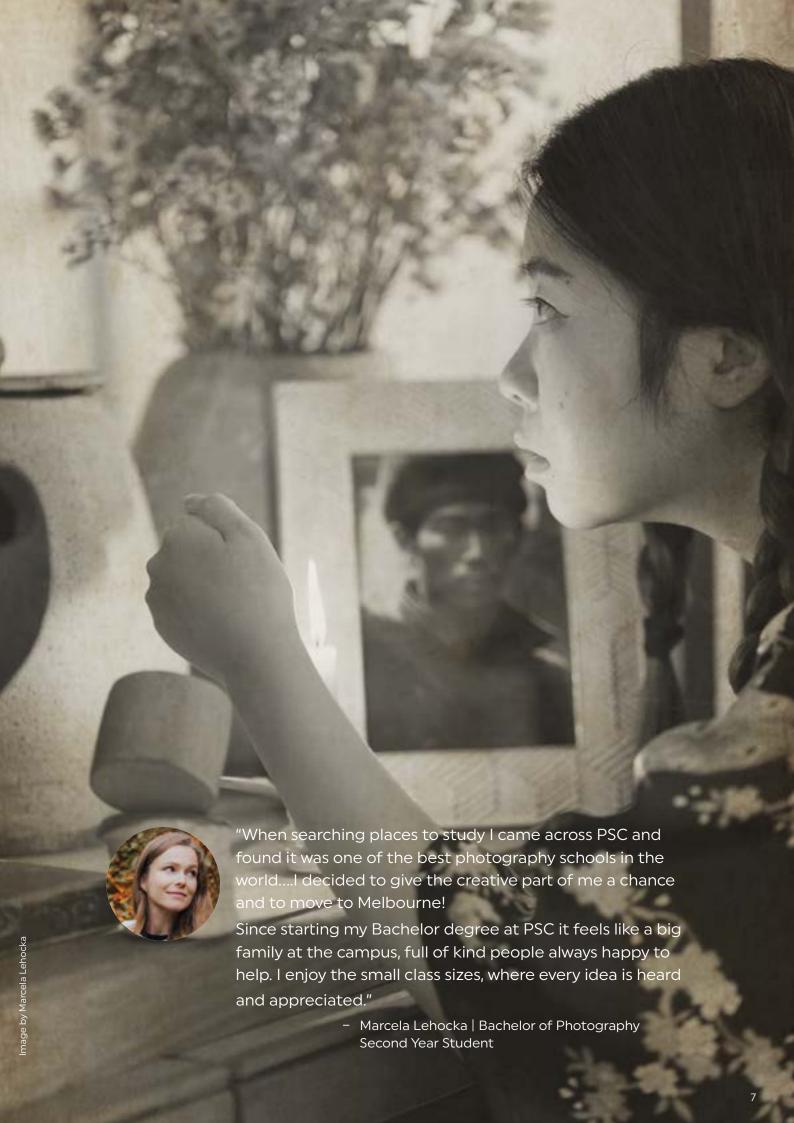
Additionally, you'll work with artificial and natural lighting on location including flash, mixed lighting and lighting design and in the studio you will be introduced to studio photography, lighting and creative image construction. Through a variety of projects and assignments you'll have an opportunity to explore your personal expression and produce a folio of printed images.

| CREATIVE | POST-PRODUCTION | PHOTOGRAPHY SKILLS: | COMMUNICATION |
|--|---|---|--|
| DEVELOPMENT | | CAMERA & LIGHTING | SKILLS & CONTEXT |
| Image & Concept 1: Photography projects introducing different genres | Creative Industries Photographic Theory and Practice 1 Lightroom and Photoshop workflow, image processing | World Around Us 1 Camera control and light | Image Cultures 1 Photography genres: History and Context |

| CREATIVE DEVELOPMENT | POST-PRODUCTION | PHOTOGRAPHY SKILLS: PRACTICE & LIGHTING | DESIGN PRINCIPLES FOR PHOTOGRAPHY |
|--|--|--|---|
| Image & Concept 2: Exploring ideas and visual representation | Creative Industries Photographic Theory and Practice 2 Photoshop, digital and print outcomes | World Around Us 2 The constructed image: blended lighting, intro to studio | Visual thinking 1 Image Design theory and Composition |



Images by Rob Raaymakers



Semester 3 & 4

You will expand your work particularly within the studio and on location, whilst also developing further the ability to reflect on the ideas that inform and drive your photography as a visual communicator. You will further extend your technical skills in workflow and studio lighting, as well as video production and retouching.

You broaden your horizons by exploring professional practice and outcomes in a range of photographic genres, such as portraiture, fashion, sports, still life etc. You experience working with external clients on real world projects, publishing and exhibiting your work.

| CREATIVE | POST-PRODUCTION | PHOTOGRAPHY SKILLS: | SCREEN & VIDEO |
|--|---|---|--|
| DEVELOPMENT | ADVANCED | STUDIO | PRODUCTION |
| Image and Concept 3: Developing photographic style | Post-Production Processes 1 Advanced Photoshop and printing | Creative Industries Studio Practice 1 Studio lighting: Portraiture, Still-life | The World Around Us 3: The Moving image Video production – shooting and editing |

| CREATIVE | POST-PRODUCTION | PHOTOGRAPHY SKILLS: | INDUSTRY: |
|--|--|--|---|
| DEVELOPMENT | ADVANCED | STUDIO | CLIENT PROJECT |
| Image and Concept 4: Creating a narrative series that communicates a concept | Post-Production Processes 2 Advanced digital workflow | Creative Industries Studio Practice 2 Advanced studio practice | Image Cultures 2: The Visual Document Real world briefs: working with a client |



Image by Belle Tweedale

Image by Ellina Dentoom



Semester 5 & 6

In semester 5 you select a major in either Commercial, Photojournalism or Art photography. Within this major you are guided through your 'capstone' folio project preparing your work to exhibition or publication standard. You will be mentored closely and exposed to ongoing feedback and discussions on the latest in photographic concepts, technologies and entrepreneurship. You will have the opportunity to complete your Workshop Practicum subject overseas.

You further develop your analytical and communicative skills, whilst immersing yourself in your chosen area of practice. You are linked to the photographic industry in very tangible ways and guided through the professional, entrepreneurial and business practices you'll need to establish your career. This semester provides a further opportunity to build networks and contacts through our mentor program and international opportunities, providing you with a strong industry focus and career connections.

| INDUSTRY: MAJOR FOLIO EITHER COMMERCIAL OR ART OR PJ | INDUSTRY: MENTOR PROGRAM | EXTENDED PROFESSIONAL PRACTICE SKILLS: ELECTIVES SELECT TWO ELECTIVES | |
|---|--|---|---|
| | | Research & Practice | Design & Branding |
| Image and Concept 5: Capstone project in selected Major | _ | Professional Studio Practice | Advanced video production & post-production processes |
| | | Workshop Practicum – International study opportunity | Screen and Media: Documentary Film |
| | | Screen and Media: Video Studio Lighting | Screen and Media: Al Image Creation |
| | | | |
| INDUSTRY: MAJOR FOLIO EITHER COMMERCIAL | INDUSTRY: ENTREPRENEURSHIP | EXTENDED PROFESSIONAL PRACTICE SKILLS: ELECTIV SELECT TWO ELECTIVES | |
| OR ART OR PJ | OR ART OR PJ | Writing for Media | |
| Image and Concept 6: | pstone project in selected Business of Photography | Curating and Exhibiting Photography | |
| Major | | Screen: Experimental practices | |



INTERNATIONAL STUDY OPPORTUNITIES

As a degree student you will have the fantastic opportunity to complete your Workshop Practicum subject as an International study opportunity in either Osaka, Japan in partnership with UEDA College of Fashion or in Paris, France at Paris Fashion Week.



Image by Chad Weerasinghe

YOUR CHOICE OF MAJOR

One of the following:

Commercial photography

The commercial photography major allows you to enter into a wide range of commercial photography careers. You will develop exceptional skills in professional lighting, digital and moving image, setting you up for leadership roles in the industry. After completing the commercial major, you will have the opportunity to excel in careers involving fashion, advertising, architecture, sport, portrait and wedding photography.

Art photography

The art major allows you to specialise in the world of contemporary art photography, exhibiting and publishing your work nationally and internationally. This program is designed for students wishing to develop their distinctive and individual style and work in the creative industries. You will develop a critical awareness of current art practices, preparing you for graduate study and professional art careers.

Photojournalism

The photojournalism major will ignite your passion for communication and allow you to specialise in this exciting, fast-paced industry. After completing this major, you will have the opportunity to work in a diverse range of international media platforms including, visual content production, on-line and digital publishing, moving image and documentary film making. Graduates engage in a variety of careers involving media, editorial, travel and documentary photography.

"I have a deep love of exploring the natural world and in my final year I majored in photojournalism and found it absolutely invaluable for all styles and aspects of photography I work with now. I currently spend my time living between Melbourne and Newfoundland in Eastern Canada where I balance both my commercial and documentary work."

 Jessie Brinkman Evans Bachelor of Photography Graduate

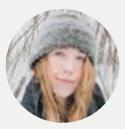




Image by Jessie Brinkman Evans

BE CONNECTED WITH INDUSTRY AND THE CONTEMPORARY PHOTOGRAPHIC COMMUNITY

With our impressive range of industry networks, collaborations and specialised focus we get you industry connected, ready to work and further your creative and artistic options.

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, Paris Fashion
Week 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. With the support of our industry networks and our agile industry focused curriculum, our students are made industry aware from commencement onward. Our PSC Job Register is available to students with opportunities for a range of skill levels.

Extensive industry networks

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

Prestigious 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. Our extensive and unique mentor program offers 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. We are rated very positively and well above the national average for student experience!

Face-to-face 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.

Image by Kat Fogarty

PSC Job Register provides real world experience in areas such as:

- events
- e-commerce for brands
- website imagery
- videos
- headshots
- portraiture
- assisting on shoots and more.....



LEARN WITH INDUSTRY EXPERTS

Our expert teaching team consists of nationally and internationally renowned photographers, content producers and visual communicators.



KRISTIAN HÄGGBLOM

Kristian is the Higher Education
Course Director at PSC. He is an
artist, curator and educator and
has been shortlisted for a number
of major photography prizes.
He has exhibited internationally
including a recent exhibition in
India as part of the FOCUS Festival
and has been awarded Australia
Council for the Arts funds and the
Finland residency. He has curated
dozens of exhibitions both in
Australia and internationally.



SARINA LIROSI

Sarina is the course leader for the Undergraduate Certificate of Photography. She is also the First Year Convenor of the Bachelor of Photography and Digital Imaging. She is a practising artist using photography and mixed media. Her work has been featured in several solo and group exhibitions across Australia. Sarina brings a wealth of experience to PSC, and is one of the most experienced educators in photographic higher education in Australia.



AARON WALKER

Aaron is a graduate of PSC so he knows what its like to be a part time photography student juggling study with other commitments. He is an experienced commercial photographer and university level educator. As a photographer he has built a reputation as a portrait and events photographer, working with a wide range of clients spanning visual and performing arts groups, government and not for profit organisations and the retail sector.



Image by Belle Tweedale



TIFFANEY BISHOP

Tiffaney is a photographer, artisteducator with a background in community practice and youth arts. She has a Masters in Photography and a PhD in Fine Art and cofounded 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.



STEPHANIE WOOD

Stephanie focuses on long-form documentary projects, editorial and working as an educator. Her photography explores themes of community, ritual and the psychology of belief. She is currently working on a collaborative project, researching the link between storytelling and mental health while teaching in the Bachelor of Photography and Digital Imaging. Stephanie completed her Master of Photojournalism and Documentary Photography in 2016, she also shoots for publications and has exhibited widely.



NIC KOCHER

Nic teaches video, documentary film and Al Image creation and is one of PSC's most experienced industry professionals. He is also one of our Adobe Certified Experts. Nic began as a staff photographer for The Age, and since then has worked in film and television as a commercial photographer for a range of major clients.



KAITLYN CHURCH

Kaitlyn is a documentary photographer, videographer and visual artist employing photography, video and the archive. She teaches across our programs, from the Undergraduate Certificate and Bachelor of Photography and Digital Imaging courses through to the Advanced Diploma of Photography.



APPLICATION & ADMISSIONS PROCESS

Remember, for Year 12s we do not use ATAR as any part of the admission criteria and on successful completion of your interview you receive an offer and a sense of certainty.

Interviews are held in person or via zoom or skype whatever works best for you. You will present your creative work (folio) at the interview, it just needs to best represent you and your ideas. Year 12s can include work done for your creative subjects or personal interest and for non Year 12s/Mature age applicants your work can be from previous years and/or personal interest.

Application information

Year 12 applicants

- Current Year 12
- Other Year 12 (from 2022 & 2023) with no further study
- Apply though VTAC. Just start a VTAC account and preference the Bachelor of Photography and Digital Imaging Course (VTAC course code: 9100191442).
 - PSC will contact you for your interview.

 On successful completion you will receive a 'Conditional Offer' and a sense of certainty!

OR

2. **Apply directly to PSC** just go to the PSC Bachelor of Photography and Digital Imaging Course Application Form. You will be contacted by PSC for your interview and a 'Conditional Offer' is made within 2 days of successful completion.

Non Year 12/Mature age applicants

- · Applicants with some higher education study
- Applicants with some vocational education and training study (VET)
- Applicants with work and life experience
- Apply directly to PSC on the PSC Bachelor of Photography and Digital Imaging Course Application Form.
 - Direct offers are made after successful completion of interview.

Admission criteria

Year 12 applicants

- Current Year 12
- Other Year 12 (from 2022 & 2023) with no further study

Successful completion of VCE or equivalent

Interview and creative work

The interview is a holistic way for us to get to know you, your creative work and your interests.

Non Year 12/Mature age applicants

- · Applicants with some higher education study
- Applicants with some vocational education and training study (VET)
- · Applicants with work and life experience

When considering your application your educational/ work life history will be given consideration

Interview and creative work

The interview is a holistic way for us to get to know you, your creative work and your interests.

Offers

Current Yr 12 – Direct offers or offers through VTAC. Non current Yr 12/Mature age – Direct offers are made after successful completion of interview requirements.

International applicants

International student applicants must apply directly to PSC using the International Bachelor of Photography and Digital Imaging Student Application form at psc.edu.au

ENROLMENT PROCESS



Special entry assistance scheme (SEAS) applicants

Special Entry Assistance Scheme (SEAS) applicants who have experienced educational disadvantage are encouraged to apply for the SEAS. Depending on eligibility and your circumstances a SEAS application may provide support for your course application. For information on categories go to: psc.edu.au

Advanced standing and credit transfer

PSC will ensure that all prospective students with relevant prior experience (RPL) or academic studies (credit transfer) are advised of the possibility of having this prior experience and/or studies taken into consideration. Credit can reduce the amount of study needed to complete a degree.

Enrolment and tuition fees

Enrolment is on an annual basis. When you accept your offer, and complete your enrolment form, you also choose your tuition fee payment option. Tuition fee information is available in all the information packages and on the website at www.psc.edu.au

Course commencements

June intake or February intake each year.

Support with fees

FEE-HELP Tuition fee assistance

FEE-HELP is an Australian government loan scheme that assists eligible students with loans to pay all or part of their tuition fees. It is available to Australian Citizens or holders of a permanent humanitarian visa who are enrolled in a higher education course.

Students may apply for a FEE-HELP loan to cover tuition costs for the Bachelor of Photography and Digital Imaging course. This loan does not cover non-tuition expenses such as equipment and materials, accommodation, living expenses or other costs. For more information visit www.studyassist.gov.au

Equipment information

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

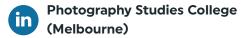
Contact information

Further information study@psc.edu.au or 30 9682 3191 or text 0407 529 635











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 imaging college with a full professional working studio where you will learn all aspects of studio photography. 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 FUTURE CAREER

Fashion

Work with a creative team to capture high-end images for advertising campaigns, magazine editorials, and e-commerce.

Content Creator/Digital Content Specialist

Create and capture the life and energy of a brand/ business to connect and increase their audience.

Virtual Reality Content Producer

Transport a 3D space into a realistic digital presence.

Architecture

Visually depict a building's essence highlighting the finer detail and conveying the architect's vision.

Real Estate

Capture exterior and interiors shots of both residential and commercial properties.

Advertising

Work to a brief to produce eye-catching and engaging photographs.

Sports

Shoot fast paced action shots of Australian and international top athletes.

Event

Immerse yourself in the energy of a live event such as music, performing arts and dance.

Food

Capture enticing images for food magazines, restaurants, cafes, and product packaging.

Portraiture

Everything from creative portraiture to family portraits and corporate head-shots.

Wedding

Capture a couple's precious moments and document their unique love.

Medical/Scientific

Use highly technical photography to capture the intricacies of modern-day medicine and science.

Photojournalism/Documentary

Work as a reporter, using visual imagery to shed light on an untold story.

Exhibiting Photographer/Full Time Artist

Engage in conceptual and political ideologies creating work that is exhibited nationally and internationally.

Videographer

Capture life in its moving state for commercial, artistic and documentary use.

Travel

Highlight the unique qualities of untouched locations, and the experience of being in a new setting.

Editorial

Use your conceptual storytelling abilities to create a series of images that embody the feel of a brand.

Not-for-profit organisations

Connect with remote communities to document their lives and create awareness around important social issues.

Photographic Printer

Work with photographers to produce high quality fine art prints.

Gallery Manager

Manage galleries both big and small to create a dynamic and engaging gallery atmosphere.

Curator

Put together an inspirational exhibition of works from various artists surrounding a central theme.



OPPORTUNITIES TO PARTICIPATE IN PHOTOGRAPHY FESTIVALS, AWARDS AND EXHIBITIONS

PSC students, graduates and staff are constantly taking part in a range of national and international festivals, awards, prizes and exhibitions that showcase the exciting scene that is Australian photography and image making today.

PSC is part of PHOTO Australia International Festival of Photography as an Education Partner and our students and graduates are consistently featured in the Ballarat International Foto Biennale. Over the past 2 years our Higher Education Course Director, Dr. Kristian Hägglom, has participated in 'Speculative Horizons' the exciting collaboration for contemporary photography between Kuwait and Australia. These festivals along with the many metropolitan and regional exhibitions are just a few of the photography events that provide enormous opportunities for our community.

We also have students, graduates and staff as winners and finalists in numerous awards and prizes such as the CCP Summer Salon, Capture Magazine Australiasia's Top Emerging Photographers, PhotoCollective Australian Photography Awards, the Australian Photographic Prize and many more.

All these opportunities reflect the important role that photography plays in today's contemporary visual culture.



"Every student inspires me everyday at PSC. Looking at their work, listening to their ideas and helping them through their backlog of problems. Helping them refine their ideas helps me refine mine."

Nathan Larkin
 Digital Centre Print Production Supervisor





Image by Lorien Shannon From series 'Elegantly Moulded' Winner Alpha60 Award at 2023 Centre for Contemporary Photography (CCP) Summer Salon



"I couldn't recommend PSC more, everyone is so encouraging and supportive, from the moment you walk in at the reception, to the printshop and teachers. I absolutely love it here!"

- Lorien Shannon | Bachelor of Photography Student

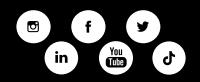


APPLY NOW

PSC.EDU.AU +61

+61 3 9682 3191

study@psc.edu.au



Photography Studies College (Melbourne) 37–47 Thistlethwaite Street South Melbourne 3205 Photography Studies College (Melbourne) is a division of Photography Holdings Pty. Ltd. ACN 005 525 306 | ABN 58 860 041 097 CRICOS Provider No 00257G | TEQSA Provider No 12200 | RTO Code 0111