

What is the Bachelor of Design Arts (Photo Media)?

Course Code: BDA306

This is a new three-year course developed for exclusive delivery at the Australian Academy of Design. The major study in photo media provides elective minor studies in advertising, graphic design and/or visual arts.

The course has been developed with the input of photo media professionals on the Course Advisory Committee at the Academy.

The course has a unique structure which enables students to:

- change their choice of major study at the end of Semester 1
- undertake sub-major and minor studies in other disciplines
- take elective studies at other institutions
- undertake professional placement programs
- continue to a double major in photo media-graphic design or photo media-advertising in a fourth year of study
- continue to a BA Honours (Photo Media)
- defer with an Associate Degree after two years.

The course is aimed at developing highly sought after graduates who are recognised for their creative and independent thinking.

How do I apply?

Application through VTAC

Apply through the Victorian Tertiary Admissions Centre (VTAC). Follow the instructions in the current VTAC Guide, available from newsagents or from VTAC (phone: 1300 364 133, or internet: www.vtac.edu.au). You must also make an Application for Admission (see below).

Direct Application for Admission

Obtain, complete and submit a direct Application for Admission form. The form is available from the Academy by phoning 03 9676 9000, by emailing info@designacademy.edu.au or downloading a form from the internet at www.designacademy.edu.au.

International students should also check the Academy website at www.designacademy.edu.au/International for enrolment details.

Interview and Folio Presentation

All prospective students must attend an interview and folio presentation of their own creative work after submitting the Direct Application for Admission form.

International students should follow the directions on the Academy website at www.designacademy.edu.au/international

Entry Requirements

Successful completion of the VCE or equivalent or relevant industry experience plus an approved folio of relevant work. Mature-age students are encouraged to apply. All applicants must attend an interview with a portfolio of their own creative work.

Credit Transfer and Recognition of Prior Learning (RPL)

The Academy recognises the qualifications issued by other registered higher education and training institutions in accordance with the principle of mutual recognition.

Credit may be granted to students for relevant tertiary studies previously completed successfully if they are:

- comparable in content
- of equivalent standard to the course applied for.

Relevant work experience may also qualify for RPL. On enrolment, students can apply to have such skill and knowledge evaluated for credit.

Fees and Assistance

Fees

Places are available only to fee-paying students. Please phone the Academy or check the Academy website for current fees. Tuition fees are paid each term. There are four terms in each academic year.

Refund of Fees

Tuition fees paid more than one term in advance are fully refunded where a full term's notice is given that a student wishes to withdraw. An upfront payment of \$500 of the tuition fee is payable on enrolment which must be completed within seven days of receiving an offer of a place. The up-front tuition fee is retained by the Academy when a student withdraws after enrolment and before classes commence.

Fee-Help

An application has been made for government FEE-HELP assistance for students in this course. It is anticipated this will be approved in 2007- applicants should check with the Academy or the Academy website for information on the progress of the application.

Scholarships

The Academy offers:

- Achievement Scholarships to support students who achieve outstanding year 12 results, and
- Support Scholarships for students with financial hardship.
- Merit Scholarships are awarded to students who achieve outstanding results during their studies.

bachelor of design arts

advertising
graphic design
photo media
visual arts

a degree of difference

australian academy of design 

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Unit Descriptions

Year 1

AMP111 Introduction to Photo Media

Computer skills, photo-imaging software, finding and managing images.

ACC111 Visual Literacy 1

Drawing skills and media as tools for concept development, presentation and communication.

APC112 Introduction to Digital Media

Digital capture, including digital cameras and scanning, and output options, lighting for photography

APC111 Design Concepts

Principles of design, composition and colour theory and their application in photomedia software and image creation.

AXC111 The Rise of Visual Culture

Contemporary visual culture and the place of photo media.

AMP121 Photo Media 2

Advanced image editing, presentation techniques for photography in a digital context, including Powerpoint, online galleries and electronic slideshows, studio photo and video lighting.

ACC121 Visual Literacy 2

Drawing, painting and mixed media techniques combined with digital images.

APP121 Photo Media Practice 1

Copyright, legal issues in photo imaging, ethics and project management.

AXC121 Analysing Visual Culture

Meaning and interpretation in visual culture.

ASE121 Studio Minor 1A

Choose an elective from Introduction to Advertising, Introduction to Graphic Design or Introduction to Visual Arts.

Year 2

AMP231 Photo Media 3

Introduction to time-based photo media including video, audio, and simple animation, photo and video lighting on location.

ACC231 Visual Communication 1

Introduction to typography, storyboarding, print design software.

APP231 Photo Media Practice 2

Image and project assessment, developing self-assessment practices, aspects of quality control in photomedia, styles and areas of photo media.

AXC231 Visual Thinking

Methods for cultivating higher cognitive thinking, visual thinking and creativity.

ASE131 Studio Minor 1B

Choose an elective from Introduction to Advertising, Introduction to Graphic Design or Introduction to Visual Arts.

AMP241 Photo Media 4

Online and multimedia use of imagery.

ACC241 Communication

Communication skills, presentation, negotiation, team work.

APC241 Professional Practice Placement 1

Placement in a real work environment in the photo media industry.

AXE241 Non-Studio Elective

Choose an elective from 20th Century Design and Culture, 20th Century Australian Art or an external study unit.

ASE141 Studio Minor 1C

Choose an elective from Introduction to Advertising, Introduction to Graphic Design or Introduction to Visual Arts.

Year 3

BMP351 Photo Media 5

Combining photography, video, audio, 2D and 3D animation into integrated projects.

BCC351 Visual Communication 2

Imagery as a symbolic language. Building a personal visual vocabulary and exploring its expression.

BPE351 Arts Management OR

BPE352 Project Management

The planning, funding and management of either arts or general photo media projects.

BXE351 Non-Studio Elective

Choose an elective from Contemporary Cultural Movements, Cinema Studies, or an external study unit.

BSE151 Sub-Major Studio Elective

An elective chosen from Graphic Design 2, Advertising 2 or Visual Arts 2.

BMP361 Photo Media 6

Photomedia folio preparation and authoring.

BCC361 Visual Communication 3

Working as part of a multi-disciplinary team in photo shoots. Roles and responsibilities.

BPC361 Professional Practice Placement 2

Placement in a real work environment in the photo media industry. Students undertake a specified minor research project.

BXE361 Non-Studio Elective

Choose an elective from 20th Century International Art, Post WW2 Australian Art, or an external study unit.

BSE261 Studio Elective

An elective chosen from Advertising 3 Graphic Design 3 or Visual Arts 3.

Other Courses Available

Bachelor of Design Arts (Advertising)
Bachelor of Design Arts (Graphic Design)
Bachelor of Design Arts (Visual Arts)
Diploma of Fashion Design (pending approval)

Contact Details

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australian academy of design

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