

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

### Course Code: BDA306-PM

This is a unique 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, fashion design, 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.

It 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
- undertake professional placement programs
- continue to postgraduate studies at other institutions
- 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](http://www.vtac.edu.au)). You must also make an Application for Admission to the Academy (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](mailto:info@designacademy.edu.au) or by downloading at: [www.designacademy.edu.au](http://www.designacademy.edu.au) International students should also check the Academy website at [www.designacademy.edu.au/international](http://www.designacademy.edu.au/international) for enrolment details.

### Interview and Folio Presentation

After submitting their Direct Application for Admission prospective students must attend an interview and folio presentation of their own creative work and demonstrate proficiency in basic computer graphics. Short foundation courses will be offered in computer graphics for successful applicants who need to acquire basic skills.

International students should follow the directions on the Academy website at: [www.designacademy.edu.au/international](http://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 experience 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. An upfront payment of \$500 of the tuition fee is payable on enrolment. Tuition fees are paid each semester. There are two semesters in each academic year.

### Refund of Fees

The Academy provides for a refund of tuition fees for students who withdraw from courses. For full details of the Academy's refund policy please refer to the website: [www.designacademy.edu.au/college/assurances](http://www.designacademy.edu.au/college/assurances)

### Fee-Help

The Australian Academy of Design is an accredited Higher Education Provider and FEE-HELP assistance is available for eligible students enrolled in this course. For more information look up: [www.goingtouni.gov.au](http://www.goingtouni.gov.au)

### Scholarships

The Academy offers:

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

## Other Courses Available

Bachelor of Design Arts (Advertising)  
Bachelor of Design Arts (Fashion Design)  
Bachelor of Design Arts (Graphic Design)  
Bachelor of Design Arts (Visual Arts)

# bachelor of design arts

advertising  
fashion design  
graphic design  
photo media  
visual arts

a degree of difference

australian academy of design 

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[www.designacademy.edu.au](http://www.designacademy.edu.au)

## Unit Descriptions

### Year 1

#### **AMP111** Photo Media 1

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 photo media 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

An elective\* chosen from Advertising 1, Fashion Design 1, Graphic Design 1 or Visual Arts 1.

### 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 photo media, styles and areas of photo media.

#### **AXC231** Visual Thinking

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

#### **ASE131** Studio Minor 1B

An elective\* chosen from Advertising 1, Fashion Design 1, Graphic Design 1 or Visual Arts 1.

#### **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

An elective\* chosen from 20th Century Design and Culture or 20th Century Australian Art.

#### **ASE141** Studio Minor 1C

An elective\* chosen from Advertising 1, Fashion Design 1, Graphic Design 1 or Visual Arts 1.

### 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

An elective\* chosen from Contemporary Cultural Movements or Cinema Studies.

#### **BSE151** Sub-Major Studio Elective

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

#### **BMP361** Photo Media 6

Photo media 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.

OR

#### **BPE362** Business Communications

Development of confident presentation and negotiation skills for the workplace.

#### **BXE361** Non-Studio Elective

An elective\* chosen from 20th Century International Art, Post WW2 Australian Art, or Contemporary Design Issues.

#### **BSE261** Studio Elective

An elective\* chosen from Advertising 3, Fashion Design 3, Graphic Design 3 or Visual Arts 3.

## bachelor of design arts photo media

### Contact Details

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australian academy of design 

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\*Electives available subject to timetabling