COURSE OBJECTIVES
• Understand how imagery is developed using the latest digital technologies and workflow processes
• Refine raw ideas, develop narrative and understand genre, and recognize and develop creative strengths.
• Skills in image composition for both photography and filmmaking.
• Build industry contacts via professional placement and international exchange opportunities
• Enhance creative skills via a sub-major from either the Graphic & Digital Design stream or one of the other creative disciplines.

PROSPECTIVE STUDENT PROFILE
• Creative students
• Excellent communication skills
• Innovative thinker

ELIGIBILITY CRITERIA
To be considered for admission, applicants are generally required to have successfully completed their VCE or equivalent. Mature-aged applicants who have attained sufficient industry experience will also be considered.

Depending on your circumstances, you can apply to study at the Academy in one of two ways:
1. Through VTAC
2. Directly to the Academy

In both cases, you must fill out a Direct Applicant / VTAC Supplementary form and send it to the Academy so we can arrange your interview and portfolio presentation.

All applicants are assessed and selected primarily on an interview and portfolio presentation.

CAREER POSSIBILITIES
This knowledge base will give you the flexibility to progress your career, from traditional forms of photo media to newer models, in a variety of employment opportunities, either freelance or within a studio.

PROGRAM LENGTH
The Bachelor of Design Arts is completed over 3 years or part-time equivalent. The course consists of five credit-bearing units of study per semester. 15-17 hours per week. 16 week semesters.

CLASS SIZE & FACILITIES
• Small classes. Generally no more than 18.
• State of the art facilities, including industry standard computing equipment and software.

REQUIRED MATERIALS
During Orientation the Academy will provide you with a detailed list of the required materials for the program.
PROGRAM MAP

Year 1 - Semester 1
AMP111 Filmmaking & Photography 1
Studio skills, photo-imaging software, and image management.
ACC111 Visual Literacy 1
Drawing skills and media as tools for concept development, presentation and communication.
ACC112 Introduction to Digital Media
Fundamentals of digital images production using vector, raster and capturing technologies.
APC111 Design Concepts
Principles of design and their application in image and object production.
AXC111 The Rise of Visual Culture
Contemporary visual culture and the role of media in society.

Year 1 - Semester 2
AMP121 Filmmaking & Photography 2
Advanced image editing and studio lighting for photography in a digital context.
ACC121 Visual Literacy 2
Drawing and design solutions in a variety of formats, materials and strategies.
APP121 Filmmaking & Photography Practice 1
Copyright, legal issues in filmmaking and photography, ethics and project management.
AXC121 Analysing Visual Culture
Meaning and interpretation in visual culture.
ASx12x Sub-Major Studio Elective
An elective* chosen from Communication Design 1, Fashion & Costume Design 1,
Graphic & Digital Design 1, Interior Design 1 or Visual Arts 1.

Year 2 – Semester 1
AMP231 Filmmaking & Photography 3
Introduction to filmmaking including video, audio, and simple animation, and video lighting.
ACC231 Visual Communication 1
Introduction to typography, storyboarding, and print design software.
APP231 Filmmaking & Photography Practice 2
Image and project assessment, aspects of quality control in filmmaking & photography.
AXC231 Thinking about Visual Thinking
Methods for cultivating thinking about problem solving, visual meaning and creativity.
ASx13x Sub-Major Studio Elective
An elective* chosen from Communication Design 2, Fashion & Costume Design 2,
Graphic & Digital Design 2, Interior Design 2 or Visual Arts 2.

Year 2 – Semester 2
AMP241 Filmmaking & Photography 4
Strategies for filmmaking required for different outcomes including entertainment, instructional/educational or art.
ACC241 Communication
Communication skills, presentation, negotiation, teamwork.
APE24x Professional Studies Elective
An elective* chosen from Professional Practice Placement 1 or Professional Study Tour.
AXE24x Non-Studio Elective
An elective* chosen from 20th Century Design & Culture or 20th Century Australian Art (Pre WW2).
ASx24x Sub-Major Studio Elective
An elective* chosen from Communication Design 3, Fashion & Costume Design 3,
Graphic & Digital Design 3, Interior Design 3 or Visual Arts 3.

Year 3 – Semester 1
BMP351 Filmmaking & Photography 5
Contemporary film practice. Project work focuses on the planning, creation and development of digital content in the student’s chosen specialisation area(s).
BCC351 Visual Communication 2
Understanding imagery as visual language and the context it functions within.
BXE35x Non-Studio Elective
An elective* chosen from Contemporary Cultural Movements or Cinema Studies.
BPE35x Professional Studies Elective
An elective* chosen from Arts Management or Project Management.
BPC351 Extended Professional Practice
Students gain a broader perspective by participating in collaborative projects in the creative community. Work for exhibition is developed.

Year 3 – Semester 2
BMP361 Filmmaking & Photography 6
Contemporary photography practice furthered through the production of a portfolio of work.
BCC361 Visual Communication 3
Working as part of a multi-disciplinary team in creative collaborations. Roles and responsibilities are identified.
BPE36x Professional Studies Elective
An elective* chosen from Professional Practice Placement 2 or Business Communications.
BXE36x Non-Studio Elective
An elective* chosen from 20th Century International Art, 20th Century Australian Art (Post WW2), or Contemporary Design Issues.
BPC361 Extended Professional Practice
Development of portfolios, blogs or websites, and other promotional activities required for a successful creative career. Work for exhibition is refined.

Course Code: CRS1201242 / CRICOS Code: 058836K