

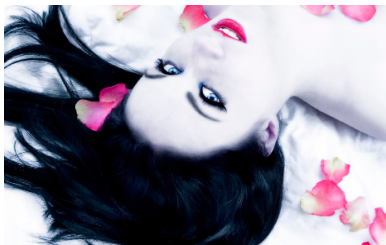


# DIPLOMA PROGRAM IN ADVANCED VISUAL COMMUNICATIONS

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Photo: © Rachele Marineau 2008



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PHOTOGRAPHY BY STUDENTS AND GRADUATES OF  
WESTERN ACADEMY OF PHOTOGRAPHY

# MISSION STATEMENT

Our mission is to prepare students of Professional Photography, Journalism/Photojournalism, and Advanced Visual Communications for entrance into the marketplace in their chosen field.

This is achieved by having practicing professionals, successful in their areas of expertise, instruct our students in the art, craft, and business of photography, journalism/photojournalism, and visual communication.

We provide a facility that strives to be as up-to-date as possible, programs that are comprehensive, instruction and practical time for students to concentrate on each program for maximum retention and an atmosphere that fosters cooperation and collegial concern for each student as a person as well as a customer.

At Western, our students come first.

# DIPLOMA PROGRAM IN ADVANCED VISUAL COMMUNICATIONS

## PROGRAM DESCRIPTION & OBJECTIVES:

The Advanced Visual Communications (AVC) program is designed to increase the students' employability by defining their market focus, expanding their creative skills, and developing their business and marketing strategies.

Under the guidance of academic advisors, students will learn to enhance their technical control, personal style, and expression through assignments, lectures, critiques, and class discussions. Students will also participate in a

group exhibition and a practicum, and they will prepare a portfolio.

By completion of the course, students will have expanded their skill sets and honed their photography and/or writing and business direction(s).

Students will have a marketing package (comprised of promotional material including a business card, a brochure, and an online portfolio), combined with a business plan that will provide direction for their market goals after graduation.

Students' professional portfolios, enhanced by their self-directed studies and paralleled by their business plans, will further assist them in advancing their careers.

# ADMISSION REQUIREMENTS

Graduates of Western's Professional Photography or Written Image programs may apply for admission to AVC.

External applicants from approved programs of similar academic standing must provide transcripts from their programs.

Admission is based on a portfolio review and an interview (in person or over the phone) by the AVC Program Manager(s). Internal applicants must submit their portfolios by 12:30 p.m. on June 10, 2010. External applicants must submit their portfolios and transcripts by June 15, 2010. Late applications may be accepted if space is available.

## PORTFOLIO REQUIREMENTS

A minimum of 12 original pieces, from one or more of the following classifications, are required:

- Photography of any genre.
- Written fiction or non-fiction
- Digital images, Web, or multi-media presentations.
- Graphic design or self-promotional materials.
- Published materials.

Two-dimensional work should not exceed 11x14 inches. Work larger than this size should be submitted as a CD/DVD, and must not exceed 5x7 inches and a file size of 1 MB, jpeg format.

Applicants bear sole responsibility for shipment and return of all portfolio

materials. Western is not responsible for loss or damage of portfolio materials.

## Application Status

Applicants will be advised of their application status, in writing, by June 30, 2010. Late applications will be advised as soon as their credentials are reviewed.

## ADMISSION PROCEDURE

Please print the application form from the web site and submit the completed form along with:

- your tuition deposit of \$500
- a copy of a government issued picture ID showing birth date (unless already on file)
- Other documentation as required

This ensures enrollment in the program or holds a place on the waitlist and enables the school to process any application for financial aid, if necessary.

## ACCEPTANCE

Based on the information provided, applicants who are accepted will receive an acceptance letter which will indicate the starting date. An enrollment contract will follow.

This acceptance is subject to the results of a portfolio and transcript review and interviews.

## INTERNATIONAL STUDENTS

A sound working knowledge of English, both oral and written, is mandatory for all programs.

Applicants must obtain proper student visas. For further information on how to obtain a study/work visa, please go to [www.canada.gc.ca](http://www.canada.gc.ca).

Please address all correspondence regarding admissions to:

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Email: [wap-office@shaw.ca](mailto:wap-office@shaw.ca)

# PROGRAM COMPLETION REQUIREMENTS

The pass mark for each course is 70%.

Final marks in this program are based on:

|     |             |
|-----|-------------|
| 50% | Course work |
| 50% | Portfolio   |

To graduate, the MINIMUM requirements are:

- An overall average of 70% on course work AND
- A minimum mark of 70% in the Business Plan AND
- A minimum mark of 70% on the Portfolio AND
- All courses must be passed

## PORTFOLIO

A professional portfolio that showcases your best work, including your writing, photography, and layout and design skills. You will be given more information on the specific requirements during the year.

## GRADUATION

Upon attaining satisfactory grade point average combined with a successful portfolio presentation, the graduate is awarded a Diploma in Professional Photography.

## PORTFOLIO ASSESSMENT

Graduating students present their portfolios for adjudication and critique by independent professionals. The success of student work is determined by its suitability for its target market.

# COURSE DESCRIPTIONS & OBJECTIVES

## ADOBE PREMIERE PRO

This course is a hands on introduction to Adobe Premiere Pro. Students will learn how to use the tools and modules of the software. They will utilize the flexibility and functionality of this program in order to create a multimedia presentation.

## BUILDING YOUR OWN BRAND

With an emphasis on branding their own personal packages, students will proceed through a series of structured exercises and apply the fundamentals of design, layout, and typography.

Projects will evolve from experimentation with type and image, visual organization, and concept-driven design to

express meaning and personal representation.

Through demonstrations, lectures, project work, and discussions, students will explore the theories, strategies, and processes of designing a complete corporate brand. Students will design a logo, create business cards ready for print, compile an online portfolio ready for Web and/or CD, and produce various creative promotional materials to help attract potential clients.

This course will involve intensive, hands-on workshops about programs such as InDesign, Illustrator, and Dreamweaver.

These workshops will broaden students' understanding of graphic design in terms of concept, methods, and materials. With this knowledge, students will learn to use the computer creatively, as a design tool.

## BUSINESS & FINANCIAL MANAGEMENT

This course offers our emerging professional photographers the opportunity to generate a practical and well-developed business plan.

Students' specific situations will be visited, to tailor their business plans to any financial support they may be seeking and to come up with practical solutions to potential obstacles they may encounter in the business environment.

Through lectures, practical exercises, role-playing, and assignments, students will:

Establish marketing, selling, and growth plans;

Build support and networking relationships;

Create a business plan;

Create workflows, with adjustments to being self-

employed, for effective time management; and

Receive guidance from a professional who is suited to their practicum.

“Let’s Make This a Reality” will be the focus of this course, as students devise their business strategies.

## CONTEMPORARY MEDIA ANALYSIS/MULTIMEDIA

This course examines the many

forms and applications of multimedia productions in the current marketplace. Through theory and hands on assignments, students will learn how to utilize still photography, video, and sound to create a variety of multimedia presentations.

Students will learn the fundamentals of visual story telling, and the impact it can have on the viewer. The role of the DSLR camera with it’s new video capabilities will be explored and utilized to create multimedia productions in the form of documentary, commercial and dramatic scenarios.

Technical theory of video systems & formats, camera operation, sound, lighting and editing will be covered in detail. Students will

experience the full production process of creating a movie, from scripting, storyboarding, and pre-production, through studio and location production techniques, to basic editing and post production.

## CREATIVE PROBLEM SOLVING

With a primary focus on creating visual solutions complex situations, students will complete exercises for developing problem solving strategies.

They will be required to think critically about given subjects, to determine visual responses with originality, and to generate ideas that push boundaries and expected finales.

Successful imagery and concepts do more than capture attention and make an audience linger. They result in prolonged observations, compelling the audience to notice, relate to, and remember them.

Emphasis is placed on innovative ideas that inform, interpret, challenge, and have impact.

## DIGITAL DARKROOM

Today's photographers are not only skilled in conventional darkroom

techniques, they are translating and expanding their creative capabilities within a digital environment.

With technological advancements, the digital realm is rapidly becoming

the standard of the photographic market.

Through demonstrations, lectures, and practical applications, students will expand their Photoshop skills to gain an understanding of the parallels with conventional photography.

They will then advance to complex photo enhancement and manipulation procedures to optimize their images.

Students will learn how to make the most of digital tools and to adapt to advances in technology.

They will also gain in-depth understanding of colour management and inkjet printing.

## DREAMWEAVER

A comprehensive course designed to give the students enough knowledge and understanding of Dreamweaver to conceive, build, publish and promote their website. Students will be given a brief history of the World Wide Web and HTML, laying the groundwork of understanding why Dreamweaver came about and how it is of value to web developers and other creative professionals. Also covered will be common pitfalls in web publishing and recommendations on web hosting and other important issues.

## EXPOSURE TO EXPRESSION

Photography is one of many outlets for self-expression and personal exploration. Students will be intensely involved with the technical

and aesthetic concerns of visual story-telling, while exploring the relationship between personal creativity and client-identified parameters.

Theme-based assignments, research, instructor and classmate contributions and feedback will create a classroom atmosphere that will encourage discovery, creative expression, and risk taking.

Regular critiques and group discussions “in the round” will be a primary format for creating an environment of support and incentive.

## ILLUSTRATOR

This course is designed to introduce Adobe Illustrator CS4, a vector

drawing application, to the students. Students are shown by example and take part in class and self-directed exercises that explore aspects of the software that they will need to know in order to create a printable vector logo. Students are encouraged to discuss problem solving issues that may arise over the course at each class. Upon completion, students will have a good understanding of the fundamental differences between Illustrator and Photoshop and will have the skills necessary to produce print ready logos.

## INDESIGN

This hands-on workshop will begin with an overview of the InDesign workspace and proceed to introduce the user to basic page layout tools. Students will develop technical

skills including document set up, working with teext frames and object frames, working with colour, creating Acrobat PDF files and preparing files for printing. A the same time, students will be developin their own self-promotional print pieces, and learning about the basics of design, typography and branding.

## PORTFOLIO

Portfolios are the primary tools by which clients evaluate photographers’ talents and skills.

Through self-directed studies, photographic assignments, and guidance from advisors, students will build portfolios that reflect their personal styles, create statements, and have impact in the photography market.

As part of the application of their marketing strategies, students will present their portfolios to a panel of judges. The panel will assess individual involvement and knowledge, as well as style, technical ability, marketability, and presentation of the body of work.

## PRACTICUM

Students will gain hands-on professional and practical experience through working, on a volunteer basis, with an established photographer(s).

Students will:

Conduct research about and contact professional photographers in their area(s) of interest.

Gain practical experience in a professional work environment.  
Work a minimum of two weeks.  
Be evaluated on their performance by their host photographer(s).

## SELF-DIRECTED STUDIES

We recognize the individual talents and interests students bring to our school, and we have designed this course so that each student can achieve his or her personal goals, within a framework of creative and academic expectations.

Development of visual theory will be explored through a body of photographic work that encourages students to cultivate a unique style and create statements with substance and visual meaning.

The result will be a piece and/or series portraying an evident message that speaks to an audience.

This process will be supervised and guided by an academic advisor(s) who will provide direction in the application of our requirements, as students work through their individual courses of study.

One-on-one consultations with advisors, as well as extensive classmate interaction on all levels of the development and critique process, will take place on a regular basis.

On completion of all requirements, students will conduct a self-assessment and an advisor will

complete an evaluation. These tools will help students determine their personal level of performance, growth, and success with artistic achievements.

## STUDENT EXHIBITION “WALLS THAT SPEAK”

Using work created and produced throughout the school term, students will select a piece or series and/or create new work to mount for a group photographic exhibition at a gallery in downtown Victoria. Each student will be provided with blank wall space to be transformed into “Walls That Speak.”

Students will be expected to provide an artist statement and articulate on their work.

Working collectively, students will

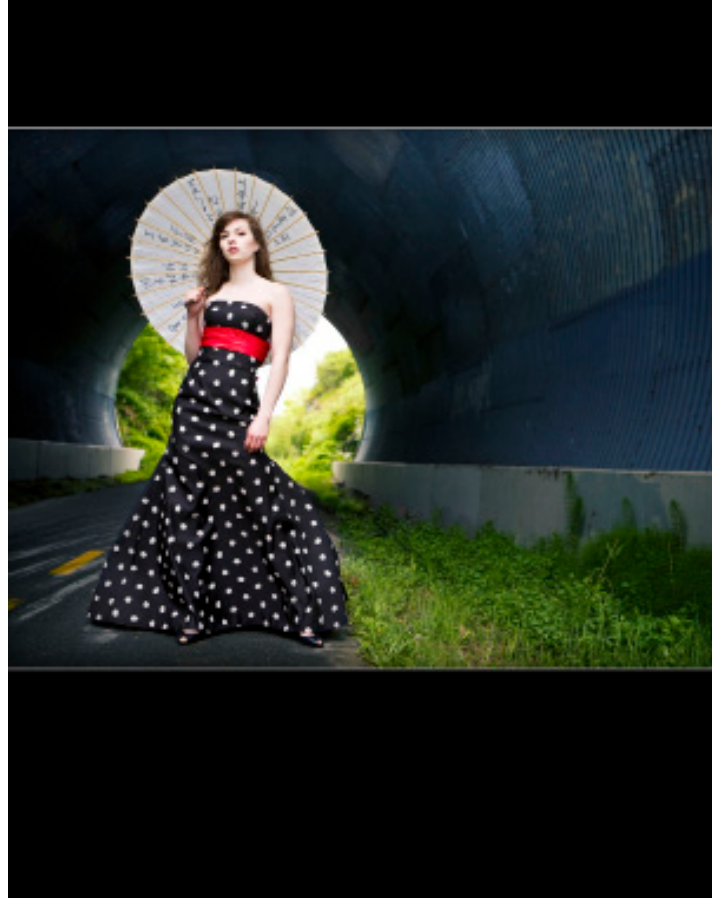
design and produce an invitation, determine an exhibition title, create a poster advertising the exhibition, and organize the show, from mounting to hosting a reception to tear down.

## GUEST LECTURES

Guest speakers will be brought in on an ongoing basis, to supplement various courses.

Speakers will be experienced in visual fields and/or offer insight in an area of specialty from an aesthetic, technical, business, or personal development standpoint.

Photo: Katie Hillier © 2009



# COURSE INSTRUCTORS

All instructors at Western Academy of Photography are working professionals, and students benefit from their up-to-date practical experience.