

# CONTACT

2007

Western Academy of Photography...

*A Mark of Distinction*

# WESTERN ACADEMY OF PHOTOGRAPHY

755A Queens Avenue  
Victoria, British Columbia  
V8T 1M2

Phone: 1.250.383.1522  
Fax: 1.250.383.1534  
Toll free: 1.866.889.1235  
Email: wap-office@shaw.ca  
www.westernacademyofphotography.com



Photo by Mía Mojica

## PRODUCTION TEAM

Copy Editor: Laura Akers  
Photo Editor: Geoff Felsing  
Graphic Design: Laura Werner  
Production Artist: Greg Miller  
Print Coordinator: Shane Yuhas  
Portrait Photographers:  
Clare Morrison, Matt Kelley  
Writer: Nicola Robinson  
Writer: Cat George



Front Cover Photo by Clare Morrison  
Back Cover Photo by Snorri Gunnarsson

## Garry Dodds *Managing Director*

*By Nicola Robinson*

Although he was never a professional photographer, Garry Dodds found himself involved in the field of photography on many levels throughout the years. He came to Western as Managing Director in 2000, and has seen quite a few changes since then.

The most recent has been the introduction of digital photography. The Written Image course is completely digital, because that is the industry standard in journalism. The Professional Photography students learn digital, but most of their coursework is completed using traditional film cameras.

Another change within the last four years is the introduction of the Advanced Visual Communications course, a program designed to enhance the students' skills and make them more marketable. Dodds says, "It is a self-directed study course where the students learn how to present themselves to the public. For example, they are currently using the skills they have learned to put on an exhibition."

## Tristan Shouldice *Technician*

*By Cat George*

After a year at Western as a student, Tristan Shouldice came back for more.

"Tristan, can I get some ink for the printer?"

"Tristan! I need some help with the wireless!"

"Tristan, how do I work this projector?"

It's not even nine o'clock in the morning and Tristan Shouldice is already busy handling dozens of requests from Western Academy's students and teachers. As the school's technician, the demands on his time never stop. For Tristan, that was the appeal of the job.

"I never read a manual in my life. I just nerd out on the program until it makes sense," he says. "I was the kid in high school who stayed home and played with HTML and computer programs." From there he became the guy who went away to see the world—his past includes stops in Mexico, Guatemala, Belize, Holland, Sweden, France, Italy, Spain, Scotland and Japan—and then he became the guy with the camera. Photography began for him when his grandfather discarded a film camera in favor of a camcorder, giving Tristan his retired Nikon.

When Tristan gets home after a day at Western, his second job awaits: private projects in web and graphic design, featuring a look he calls "really clean, graphically strong." His eventual goal is to have his own company, but for now, his job as a technician is a huge commitment. □

The Written Image students learn the business of photography and fine-tune their writing skills to become photojournalists.

Professional Photography students are geared more towards self-employment, where the images themselves move them ahead in the business.

The Western Academy of Photography has produced outstanding students over the years that have been employed all over the world and published by many prestigious publications. □





Photo by Matt Kelley



Photo by Laura Akers

INSTRUCTORS

## THREE DIPLOMA PROGRAMS

**Written Image** develops students' diverse writing abilities and photographic skills, in preparation for a career in journalism or photojournalism.

**Program Manager:** *Jean Abrahamson*

**Professional Photography** provides students with the technical and practical training required to create dynamic images as professional photographers.

**Program Manager:** *Andrea Kucherawy*

Graduates of Written Image, Professional Photography, or approved external programs may enrol in **Advanced Visual Communications**, a program designed to enhance students' photographic skills within a focused market.

**Program Managers:** *Andrea Kucherawy and Gregg Eligh*



Page 8

*Quinton Gordon: Written Image, AVC*



Page 8

*Tony Bounsall: AVC*



Page 9

*Terry Zlot: AVC*



Page 10

*Katherine Lefebvre: Written Image*



Page 10

*Grant Hayter-Menzies: Written Image*



Page 11

*Janet Dwyer: Professional Photography*

# ADVANCED VISUAL COMMUNICATION

## CONNECTING THE DOTS

By Cat George

Tony Bounsall, one of the instructors for Western Academy's Advanced Visual Communications (AVC) program, thinks he knows what the best thing about the second-year program is: "It's a complete prep for getting a person ready to start working on their own," he explains. Since Bounsall was one of the people who helped set up the program, he has a good grasp of what it does for students.



Photo by Byron Fry

Quinton Gordon is one of the other founders. He has a different take on it: "I don't think there are a lot of programs out there like this. It covers a pretty broad spectrum of interests: photojournalists, fine art photographers, and commercially oriented photographers at that level. To tackle that, and not pick just one focus, is a really positive thing," he says, explaining that a lot of advanced photography and media programs tend to be known for their work in just one area. AVC's strength lies in its ability to teach the students how to meld the disciplines together and build contacts between different parts of the industry.

As the program has developed since its inception in 2002, it has undergone changes to reflect the fast-paced environment of modern visual arts. With the digital revolution, digital darkroom skills have become important for anyone working with photography or visual media. Terry Zlot, an expert in digital processing from Victoria's Prism Imaging, teaches the students Advanced Photoshop. He explains his role as giving the students the tools to create their visions, but leaves the creative side up to the limits of their imaginations: "I teach

people the technique. Hopefully they'll figure out how to do something interesting with it," he laughs.

Other courses for the second-year students include business and financial management, brand building for web and print, creative problem solving and contemporary media analysis, along with self-directed studies that allow students input into their own education. Gordon, who is a champion of student input in education, explains that he likes to tailor the program to a student's needs because in the end, it's not grades or specific courses that get you work: "It's the relationships you build, the things you can do, and the work you produce."

Gordon also teaches contemporary media analysis, which looks at the progression of media throughout history and how modern developments will affect



Photo by Dan Eastabrook

students' career paths. He looks at the audio-visual potential of the Internet, including pod casts and web-based radio, as an expansion on traditional media forms. He believes that staying ahead of the technology curve is necessary for anyone working in the photography industry, citing digital as an example of how quickly things can change.

"When I was in university, nobody was encouraging anybody to become a photojournalist because they thought it was a totally dead medium. Digital technology put it back on the map and made it a viable career again."

Tony Bounsall teaches Creative Problem Solving. "It's really getting students to loosen themselves up and start thinking outside the box, trying different things. Learning to look rather than just click the shutter, how to see and interact with the visual world." Exercises like photograms and life-drawing help the class hone their sense of the ways the world can be represented visually.

"In the end, it's the relationships you build, the things you can do, and the work you produce."

– Quinton Gordon

Asked about the success of the program, Bounsall cites past grads: "We've got students working as graphic designers, web designers, photographers, stock photographers and documentary photographers."

He thinks the wide range of careers shows that the chance to expand their knowledge base has worked for the students. "We're getting them ready for the big bad world." □



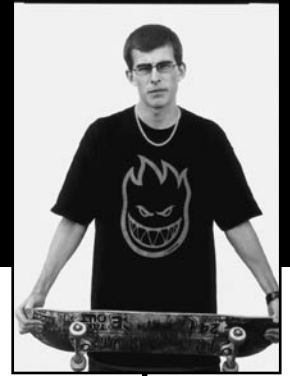
Photo by Shane Yuhas



Photo by Alysse Donahue



Photo by Nicola Robinson



I am a journalist with a specialty in public relations. In Brazil, I wrote for newspapers, magazines and TV for over ten years. Since English is my second language, I had to make a career change when I moved to Canada, so I enrolled at the Western Academy of Photography. Photography gives me a way to express myself without words. I'm excited about shooting weddings, portraits and fashion.

The only thing I've been committed to longer than skateboarding is breathing, and since photos of breathing are stupid, I shoot skateboarding. Besides skating I also like photographing concerts because they are hard to shoot and you get to listen to music while you're at it, which is great unless you are shooting a Kenny G tribute to Duran Duran concert for a paper.

DOUG HOYLE

EUNICE MONTENEGRO

DAVID PARSONS

JOEL DUFRESNE

Old enough to know better, (in my mind) young enough to do it again.

I have taken photos of people in various places, and am currently looking forward to taking photos of my family in British Columbia. So far I have taken this photograph of my grandmother, Shirley.



# AVC PROGRAM STUDENTS

...and FAVORITE PHOTOS



RYAN MACDONALD

I am a recent graduate from the professional photography program where I won the best portrait honours for 2006. I was recently published in Photolife magazine where I was a finalist in the image international contest. Inspired by faces and their innate character, I consider myself lucky to photograph the individuals who motivate me to exceed my own expectations.



WAP GRADUATE SUCCESS

**CHRISTINA CRAFT**

Freelancing doing wedding, commercial, nature, travel, and portrait photography. ([www.christinacraft.com](http://www.christinacraft.com))

**JULIE TANAS**

Working as a Lighting technician for film and TV in Vancouver, BC. Productions include Blood Ties, Men in Trees, and Ogre. ([julietcreative.blogspot.com](http://julietcreative.blogspot.com))

**ZEHRA RIZVI**

Working as a freelance photographer in Montreal, QC. ([www.zehrarizvi.com/bio.htm](http://www.zehrarizvi.com/bio.htm))

**MIKE BEDNAR**

Currently working with Phil Borges to connect First Nations communities with youth in Rwanda, Slovakia and New Zealand. Also works as a photographer for BC Forest Products and Tourism BC. ([bednarphoto.com/mn01.html](http://bednarphoto.com/mn01.html))

**CHRISTIAN WEBBER**

Currently working for the *Melfort Journal* in Melfort, SK.

**JOSH GRAHAM**

Employed by Maxx Communications as a photograher in Victoria, BC. ([www.joshgrahamphoto.com](http://www.joshgrahamphoto.com))

**MAXINE ACHURCH**

Working as a freelance photographer for the *Rocky Mountain Outlook* in Canmore, AB. Self-employed doing portrait, product, wedding and documentary photography.

**SHERRI MORRISON**

Employee for Lifetouch Canada in Vancouver, BC. In the process of opening a photography studio specializing in child portraiture, weddings, portraits, and fashion. ([www.sherrimorrisonphotography.com](http://www.sherrimorrisonphotography.com))

**JULIE B. ANDERSEN**

Owner of Mad Media Studios in Victoria, BC. ([www.madmediastudios.com](http://www.madmediastudios.com))

**KEN REGEHR**

Working as a freelance wedding, news and documentary photographer in Victoria, BC. ([www.thebiketrip.nervouscity.com](http://www.thebiketrip.nervouscity.com))

**MONICA PINETTE**

Training to qualify for the 2007 Pan American Games as a pentathlete, and hopefully the 2008 Olympics. She continues to pursue photography as a hobby.

**CHARLA HUBER**

Freelancing as a sports writer and photographer for *Alberta Venture Magazine*. Received first place for a human interest photo in the 2006 Blue Flame Awards.

**ERIN KELLEY-GEDISCHK**

Works as a photojournalist for the *Oak Bay News* but is now on maternity leave.

**MARYANNE DIENO**

Working as a pre-press technician for Trafford Publishing. She also does freelance photojournalism for the *Peninsula News Review*.

**KURTIS GRAMCHUK**

Working as a freelance photojournalist with work published in: *Vancouver Island News Group*, *Sooke News Mirror*, *Oak Bay News*, *Campbell River News*, *Snowboard Canada*, *Wakeboard Canada*, *Dirt*, *Decline*, *Skateboard Canada*, *Concrete Powder*, *Rag Times*, *White Out*, *USA Today*, *Skate Magazine*, and *Confusion Media*. Was recently solicited for his first feature article by a US boating magazine.

**ASHLEY HUTCHESON**

Currently working as a freelance photojournalist for *The Mirror* in Toronto and *The Globe and Mail* in Vancouver. In May, 2007 she will start a five-month internship at the *Toronto Star*.

**SARAH BALL**

Working as a photographer with Princess Cruises in the Caribbean and the Amazon.



Photo by TJ Watt



Photo by Ashley Hamilton-MacQuarrie

## Quinton Gordon

By Cat George

The phone is ringing in a house in Temagami, Ontario; it's the art director of a magazine, looking for Quinton Gordon, in town on a photography assignment.

"He's cooking dinner," somebody says into the phone. "And looking after the baby." When the phone reaches Gordon, the art director is flummoxed. "You're doing what?" He asks what Gordon has done since he arrived in town. "Well, the first day I helped hang a rope swing," Gordon says. He hasn't picked up a camera yet, just a swing, a child and a ladle of spaghetti. That's where his pictures come from.

Gordon calls himself a photographer, writer, and educator; with each of these paths, whether it's photographing for magazines like *Explore*, writing for *Photo Life* or teaching at Western Academy, he's searching for a connection. He gets involved with people, cultivates relationships and seeks to build trust. Then he photographs them.

"It's a way to explore the world and have a richer, more involved experience."

— Quinton Gordon

"It's a way to explore the world, have a richer, more involved experience and become educated in fields that I wouldn't pursue on my own. I'm not going to be a biologist or an anthropologist. But I can connect with very interesting, very well educated people while doing science-based or cultural documentary stories. That, to me, is the beauty of it." □

## Tony Bounsall

By Cat George

Tony Bounsall is a hard guy to pin down. One moment he's shooting a wedding; the next, a commercial shot, then a portrait, a magazine assignment. Then—just for a break, of course—some design, either web or print.

"I'd get a bit jaded and bored if I did the same thing over and over again," he says with a laugh. Having his hand in so many different fields makes his understanding of each of them that much stronger, too. That diversity gives him the ability to ask clients, "Who's designing the brochure for this?" and when they say they're not sure yet, offer his services. It also strengthens the tools he uses to communicate as an artist.

# AVC PROGRAM INSTRUCTORS

He describes a past client who used to provide him with envelopes full of clippings, indicating that there was something in each that appealed. It was Bounsall's job to figure out, from an artist's perspective, what those elements were and how they could fit together into a cohesive package. He credits his success with "having the ability to work with other creative individuals and speak their same language." □

# Terry Zlot

By Cat George

Terry Zlot's quiet voice carries over the whirr of printers, the beep of scanners and the rush of radio rock. The adjustment for the image he's showing on the screen – a winter wedding with a beaming bride and groom up to their knees on a snowy golf course – is a simple one. It's just a matter of stretching the frame and shifting the figures a bit to the left.

"This'll take ten minutes," he says, with a shrug. For the 'digital guru' at Victoria's Prism Imaging, that's nothing. The toughest project he's ever tackled, the one that most stretched his formidable Photoshop skills, was a huge panorama for the BC Experience.

"It was a 20 foot wide panorama of Howe Sound with a bunch of whale pods going through. I had to take five different pods that were shot in completely different locations with completely different lighting coming from different directions and match them up."

You get to know the various professionals in town and the look they want. "Perfection is relative to the client."

– Terry Zlot

When Zlot isn't glued to the computer screen in the little upstairs lab at Prism, he's testing materials, like cottons, silks and wallpaper textures that will take print, building profiles and putting the finishing touches on big projects. Back at the screen, facing a series of rich colour shots from a resort town in Mexico, he explains his attitude towards colour adjustment. "You get to know how various professionals in town want their stuff to look," he says, explaining that he doesn't have one standard of perfection. "Perfection is relative to the client." □



Photo by Ewa Caputa



Photo by Cat George



Photo by Katie Nugent

# ACCIDENTAL WRITER

By Cat George

Grant Hayter-Menzies' relationship with the media has changed a little since he was young: "I thought newspapers were for lining birdcages," he says, smiling. Somehow, after realizing that he wasn't going to become a professional pianist, he fell into the business of writing. His reviews of music, books, movies, art and theatre have been useful for pet owners and discerning patrons of the arts, in Oregon (*The Oregonian* and *Willamette Weekly*) and in Victoria (*Peninsula News-Review*).

"I've always tried to look at a review as a way of readers experiencing what I've experienced."

— Grant Hayter-Menzies

Writing reviews was not his original plan. "I didn't have a good impression of reviews," he says. It was during his time as a literary assistant for American playwright William Luce that he saw the power they could have: "I saw Bill open papers and read nasty reviews of his plays. I thought I would never write anything that would put that look on someone's face."

When he moved to Oregon and began writing for *Just Out*, an alternative lifestyle magazine, he continued to keep that conviction. He worked for balance, humour and fairness in his reviews; "I've always tried to look at a review as a way of readers experiencing what I've experienced, as well as an interesting piece of writing. Write beautifully, if you can." He writes best when reviewing the art form closest to him: music. He describes a violinist's performance as showing "the uncertain balance and reckless glee of inebriated peasants," drawing even a reader whose musical inclinations lean more towards

B. Spears than R. Wagner to hear, fleetingly, the notes lingering in the air.

Hayter-Menzies is now writing books, two of which will soon be available for review by his colleagues. Both are biographies, one on vaudeville star Charlotte Greenwood and the other of Princess Der Ling, a Chinese feminist.

Even though his career has taken a new direction, Hayter-Menzies is still an advocate of writing for the arts. He worries that newspapers aren't giving the arts enough coverage, and sees the Internet as

a possible haven for the world of reviews and criticism.

"The papers have this mistaken notion that the arts pages don't sell ads," he says. At Western Academy, where he teaches the art of reviewing, he has a chance to instill a passion about arts writing in another generation of journalists. They'll have a chance to imbue their writing with Hayter-Menzies' required element: "There needs to be a human flesh-and-blood factor." □



Photo by Laura Werner

## DEEP IN DESIGN

by Nicola Robinson

Katherine Lefebvre is a graphic designer and production coordinator specializing in design for print. While working with art and picture framing, she became fascinated with ink on paper. "I've always been interested in how things work from both a practical and creative perspective," she says. This interest led her to the Southern Alberta Institute of Technology where she earned a diploma in Printing Management.

She works in the fields of paper merchandising and graphic design in various capacities: for an ad agency, at a corporation and as a freelancer. These valuable experiences gave her the solid foundation needed to form her own graphic design company. Currently Katherine teaches Desktop Publishing for the Written Image Program at the Western Academy of Photography. Maggie Kerr-Southin, who originally developed the program, recommended her for the position.

She hopes to teach the students a general understanding of desktop publishing from layout and design to paper selection and printing. "This business is about communicating in a lot of different ways, and that applies to everything from planning with the vendors, strategizing with a client, to getting the message to a target audience." □

WRITTEN IMAGE



Photo by Greg Miller

# THROUGH THE GALLERY

By Nicola Robinson

While she was studying at a general arts program at Conestoga College in Kitchener Ontario, Janet Dwyer noticed that she liked taking pictures around campus with her father's camera. A fellow student suggested that she try a photography class. Many classes later, Janet received a Photographic Arts Diploma at Conestoga, followed by a Bachelor of Applied Arts (photography major) from Ryerson University in Toronto, Ontario.

For the past two decades, Janet has specialized in photographing works of art in all mediums. In addition to shooting for renowned artist Robert Bateman, she has produced work for many fine art galleries, including The Art Gallery of Greater Victoria and the Royal BC Museum.

Her real passion is photographing First Nations masks. "It's a challenge to bring out the beauty and spirit of the work and to make the piece look better than it really is. Some are harder than others, but a good eye and some knowledge make it easier," she says.

Over the years, Janet has worked freelance for stock photo agencies, magazines, exhibition catalogues and books. Her photographs have appeared in Macleans, Beautiful BC, Canadian and National Geographic as well as several other publications.

She teaches photography in the Professional Photography program at Western Academy, where she hopes that the students will leave with more confidence in their knowledge of photography and a keen interest to learn more. □



Photo by Jon Faulknor



Photo by Karryn Duhaime



Photo by Geoff Felsing

