

Photo: Rachele Marineau, W.A.P. Graduate



General Calendar

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PLEASE SEE INDIVIDUAL PROGRAM
CALENDARS FOR FURTHER
DETAILED INFORMATION.

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Victoria • BC • Canada
V8T 1M2

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westernacademyofphotography.com

E-mail: wap-office@shaw.ca



25-Oct-10

Photography by students and graduates of the 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, quality education comes first.

INTRODUCTION

Photo: Simon Abud, W.A.P. Graduate



INTRODUCTION

The Western Academy has trained hundreds of men and women for profitable careers in professional photography, photojournalism and journalism. In addition to nurturing creativity, our programs offer techniques for digital capture of creative thought. We provide the highest level of instruction, and we are dedicated to the success of individual students.

Our instructors are working professionals, who bring practical business-oriented skills and high levels of artistic talent to the curriculum.

Our student body consists of

goal-oriented students who strive to develop the skills necessary for careers in photography, photojournalism and journalism. They flourish in a friendly atmosphere where the success of the individual is our primary concern.

The Western Academy of Photography is accredited by and registered with the Private Career Training Institutions Agency (PCTIA).

Our programs offer students an advantage over two to four-year programs offered at other institutions. Based on many years of experience, the Western Academy condenses into the

ten-month Diploma Program the skills required to make a professional photographic or photojournalism career.

The objective of our curriculum is to take students with limited photographic or writing experience and teach them to produce professional quality photographs and articles.

Our courses are designed to provide a firm foundation in both the business and the art of professional photography and journalism with a strong emphasis on field work and practical problem-solving.

Creativity is nurtured with

instruction in composition and photographic history. Techniques for transferring creative thought to digital capture are taught.

Instructors and technical assistants are available for help and guidance.

Students are in an instructional setting approximately 25 hours per week and many hours are spent on assignments.

In addition to classrooms, the Academy has two studios available to students working on assignments or special projects. Our computer lab is equipped with Macintosh and PC computers (loaded with pertinent software) as well as five Epson 4880 Ink

Jet Printers. Our resource room provides periodicals, books and videos on a variety of topics relating to the technical and creative aspects of photography, journalism and photojournalism.

Western Academy is just a few blocks north of the Victoria downtown core, offering ready access to shopping, services and residential accommodation. Public transit is a few steps from the doorway and limited automobile parking is available in proximity to the campus.

Victoria is one of Canada's most attractive cities. Green foliage thrives year-round. Winters are mild and usually snow-free. And summer starts in April.

The spectacular scenery includes forests, mountains, seascape, harbours and urban settings all within a radius of a few kilometres.

Victoria's cost of living is comparable to most Canadian cities. It costs less to live here than in Toronto, Montreal or Vancouver, but slightly more than in Regina, Calgary or Edmonton.

At Western Academy we are dedicated to our students' success by providing the highest level of instruction while meeting individual needs.

GENERAL INFORMATION

This section applies to all students. Please see individual program calendars for further detailed information.

PROGRAM DATES

Starts: September (first week)

Ends: June (third week)

The date of commencement will be confirmed in your letter of acceptance.

ORIENTATION DAYS

At orientation, you will meet with the Program Managers, instructors and staff and view the facilities and equipment.

Recommendations will be made to help you in purchasing

cameras, tripods, light meters and other materials needed in the course.

TUITION

Tuitions for the 2012-2013 academic year are as follows:

Professional Photography

\$14,500.00

Written Image \$14,500.00

Advanced Visual

Communications

\$11,750.00

Tuition fees are due by the first day of classes. The tuition may be divided into two payments if necessary. The first payment is due by the first day of classes, the second payment by January 15th.

Please refer to the PCTIA bylaws, your application form or your current contract to review the refund policies.

Late payments are subject to interest at the rate of 2% per month.

Textbooks, required software, and other materials are supplied to students at special student rates and on a cost recovery basis.

Please see the Frequently Asked Questions for a full list of current costs and fees.

DAMAGE DEPOSITS

A damage deposit is required at the beginning of the program.

This deposit will be used to cover the cost of damages to school equipment or facilities caused by the students. The unused portion of the deposit is refundable after completion of the classes and after all repairs have been completed. Refunds are usually issued by the end of the September following completion of the program.

NSF CHEQUES

Cheques returned due to insufficient funds, will be subject to a \$20.00 NSF charge.

INSURANCE

Western Academy cannot insure personal items. We recommend that each student obtain his or

her own insurance on all camera equipment and other valuables before arrival in Victoria. Be sure it covers cameras and related gear while in transit. Western Academy is not responsible for your equipment on school premises.

VISITORS

For security and insurance reasons, students must receive permission from a staff member before bringing visitors on the premises. Students are not permitted to bring guests on the premises after hours, unless they are a client.

RULES & REGULATIONS:

Please see the Student Handbook

for further rules and regulations. This handbook is updated, without notice, as necessary.

ACCOMODATION

There is no on-campus housing, but accommodation is usually available within walking distance.

Registered students should arrive in Victoria at least one month prior to the start of classes, to find suitable accommodation. Monthly rent varies, but is generally \$700 and up for standard apartment or in-house suites.

Listings for local
accommodation may be found
at
www.onlinenewspapers.com,
www.gotransglobe.com, or
www.craigslist.org/about/sites

ADMISSIONS

Grade 12 graduation or mature student status (19 years of age) is the fundamental entrance requirement.

Admission requirements for Advanced Visual Communications program are listed in the program calendar.

Admissions are on a first come, first served basis. If a program is full, then students are placed on a waitlist.

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
- Grade 12 diploma or transcript (if <19 years of age)

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 an interview with the respective Program Manager. This interview may be conducted either by phone or in person.

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.

Please address all correspondence regarding admissions to:

Western Academy of Photography
755A Queens Avenue
Victoria, BC, V8T 1M2

Toll Free: 1-866-889-1235
Phone: (250) 383-1522
Fax: (250) 383-1534
Email: wap-office@shaw.ca

PROGRAM COMPLETION REQUIREMENTS FOR PROFESSIONAL PHOTOGRAPHY

The pass mark for each course is 60%.

The final marks in this program are based on:

5 %	Fundamentals
5 %	Compulsory workshops
5 %	Business Foundations
5 %	Digital Darkroom
30 %	Electives
50 %	Portfolio

To graduate, the MINIMUM requirements are:

- Earning an overall average of 60% on course work AND
- A minimum mark of 60% in the Business Foundations AND
- A minimum mark of 60% on the Portfolio AND
- Must pass at least 6 of the 10 elective courses. The mark is based on the top 6 elective marks.

Fundamentals include these courses:

- Basic Photography
- Composition and Design

Attendance at compulsory workshops is the basis for the 5% completion mark. No Partial Credit will be given.

All courses below are MANDATORY.

- Advanced Lighting
- Digital Asset Management
- Stock Photography
- Portfolio Presentation - class and individual consultation
- Guest lectures

PORTFOLIO

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

WRITTEN IMAGE (JOURNALISM/PHOTOJOURNALISM)

The pass mark for each course is 60%.

Final marks in this program are based on:

39 %	Writing courses
22 %	Photography
4 %	Business Foundations
25 %	Portfolio
7 %	Desktop Publishing
3 %	Multimedia

To graduate, the MINIMUM requirements are:

- Earning an overall average of 60% on course work AND
- A minimum mark of 60% in the Business Foundations AND
- A minimum mark of 60% on the Portfolio

PORTFOLIO:

A professional portfolio 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.

ADVANCED VISUAL COMMUNICATIONS

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 marks and a successful portfolio presentation, graduates are awarded a diploma in Professional Photography, or Journalism and Photojournalism, or Advanced Visual Communications.

PORTFOLIO

Graduating students present their portfolios for adjudication and critique by independent professionals. The success of student work is determined by its suitability for the marketplace or gallery exhibition.

AWARDS

Awards are presented at graduation to students who achieve excellence in various areas of each program including:

- Best Overall Student
- Best Portfolio
- Best Photojournalist
- Best Business Plan (AVC only)
- Best Image - Judges' Choice
- Best Colour Image
- Best Advertising Image
- Best Portrait
- Best Profile Article
- Best Major Feature Article
- Best Lifestyle Image
- Best Digital Manipulation
- Best Social Impact Writer
- Best Architecture Image
- Best Fashion Image
- Best Wedding Image
- Best Stock Image
- Best Photo Essay
- Best Personal Essay
- Best Photo Illustration
- Best Overall Image
- Best Minor Feature Article
- Best Feature Editorial & Travel
- Best Black and White Image
- Best Outdoor and Travel Image
- Best Adventure Sports Image

FINANCIAL AID

Registration must precede applications for student loans. Student loans, grants and other forms of financial aid are available to most students in Canada and the United States for full- and part-time education.

Canada Student Loan eligibility information is available through your provincial or territorial office, listed below:

NEWFOUNDLAND & LABRADOR

Student Financial Services
Department of Youth Services
and Post Secondary Education
P.O. Box 8700
St. John's, NF & LB
A1B 4J6
(709) 729-5849

1-888-657-0800 (NF & LB only)

www.edu.gov.nf.ca/studentaid/

PRINCE EDWARD ISLAND

Student Financial Services
Dept. of Education
16 Fitzroy Street
3rd Floor, Sullivan Building
Charlottetown, PEI
C1A 7N8
(902) 368-4640
www.studentloan.pe.ca

NOVA SCOTIA

Student Assistance Office
P.O. Box 2290, Halifax Central
Halifax, NS
B3J 3C8
(902) 424-8420 (Metro)
1-800-565-8240 (NS only)
<http://studentloans.ednet.ns.ca>

NEW BRUNSWICK

Student Financial Services
P.O. Box 6000, 548 York Street
Fredericton, NB
E3B 5H1
(506) 453-2577
1-800-667-5626 (NB only)
www.studentaid.gnb.ca

ONTARIO

Ontario Student Assistance
Program (OSAP)
Box 4500, 189 Red River Road,
4th Floor
Thunder Bay, ON
P7B 6G9
(807) 343-7260
1-900-565-6727 (\$2 flat rate
Canada wide)
<http://osap.gov.on.ca>

MANITOBA

Student Aid Branch
Dept. of Advanced Education &
Training
409 - 1181 Portage Avenue
Winnipeg, MB
R3G 0T3
(204) 945-2313 [from outside of
Manitoba]
1-800-204-1685 [within
Manitoba]
TTY: 1-866-209-0696 [within
North America
www.studentaid.gov.mb.ca

SASKATCHEWAN

Student Financial Aid Branch
SK-Learning
3085 Albert Street
Regina, SK
S4P 3V7

[306] 787-5620 [Regina Area]
1-800-597-8278 (Canada wide)
www.student-loans.sk.ca

ALBERTA

‘Alberta Learning’
Students
P.O. Box 28000
STN MAIN
Edmonton, Alberta
T5J 4R4
(780) 427-3722
1-800-222-6485 (Alberta only)
www.alis.gov.ab.ca

QUEBEC

‘Service de l’accueil et des
renseignements
Aide financiere aux etudes
Ministere de l’Education
Directional general
16e etage

1003, rue De La Chevrotiere,
Quebec, PQ
G1R 5A5
(418) 646-4505
(418) 646-4505 [Outside
province of Quebec
To call the automated telephone
voice response system
(514) 864-4505 [Montreal]
Toll Free 1-88-345-4505
[anywhere else in Quebec]
English [http://www.afe.gouv.
qc.ca/english/indexAng.asp](http://www.afe.gouv.qc.ca/english/indexAng.asp)
French www.afe.gouv.qc.ca

NUNAVUT

Financial Assistance for Nunavut
Students
Department of Education
Box 204
Panghirtung, NT
X0A 0R0
1-877-860-0680 [can also be

used locally]

Baffin tel. (867) 473-2600

Toll Free 1-800-567-1514

Kivalliq tel. (867) 645-5040

Toll Free 1-800-953-8516

Kitikmeot tel. (867) 983-4031

Toll Free 1-800-661-0845

www.gov.nu.ca/education/eng

BRITISH COLUMBIA

Student Services Branch

Ministry of Advanced Education

2nd Floor, 1106 Cook Street

Victoria, B.C. V8V 3Z9

(250) 387-6100 [Victoria Area]

(604) 660-2610 [Lower

Mainland]

1-800-561-1818 [anywhere else

in Canada/USA]

TTY (250) 952-6832

www.bcsap.bc.ca

YUKON TERRITORY

Student Financial Assistance

Advanced Education Branch

Dept. of Education

Government of Yukon

P.O. Box 2703

Whitehorse, Yukon Territory

Y1A 2C6

(867) 667-5929

toll free 1-800-661-0408 local

[within Yukon]

www.education.gov.yk.ca

NORTHWEST TERRITORIES

Student Financial Assistance

Department of Education,

Culture and Employment

Box 1320

Yellowknife, NWT

X1A 2L9

(867) 873-7190

www.nwtsfa.gov.nt.ca

National Student Loans Service

Private Institutions Division

P.O. Box 779 Station U

Toronto, ON M8Z 5P9

Toll Free 1-866-587-7452

[within North America]

(416) 503-6671 [outside North

America, you may call collect]

www.canlearn.ca

Other forms of government aid for education may be found in the following areas:

Job Retraining,

Employment Insurance

Commission,

Native Education,

Workers' Compensation,

Professional Job Enhancement,

HRDC and Canadian Job

Strategies Program.

Contact the appropriate agency
for specific information.

Bursaries, RESPS, scholarships
and Passports to Education will
be honoured if applicable.