

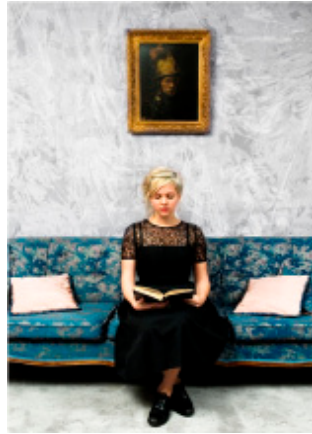


DIPLOMA PROGRAM IN
PROFESSIONAL PHOTOGRAPHY

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Photo: Jesse Holland, Western Graduate



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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.

PROGRAM DESCRIPTION & OBJECTIVES:

This ten-month, career-driven program provides students with the technical training to create dynamic images in various fields of photography.

Students will learn the necessary skills to take on entry level positions in professional photography or to establish their own photography businesses.

Students will develop business objectives to provide direction for their career goals after graduation.

They will also build professional quality portfolios, which will parallel their business objectives and assist them in reaching their career goals.

Admissions

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

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:

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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

The pass mark for each course is 60%.

Your final mark in this program will be based in the following:

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 at least

6 out of the 10 elective courses (this mark is based on the top 6 elective marks) AND

- A minimum mark of 60% in the Business Foundations AND
- A minimum mark of 60% on the Portfolio

Fundamentals include these courses:

- Basic Photography
- Composition and Design

Attendance in these 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 that will showcase the best of your work, including your photography, 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

FUNDAMENTALS OF PHOTOGRAPHY (14 WEEKS)

Fundamentals of Photography consists of the following courses:

- Photography
- Composition & Design

PHOTOGRAPHY

Students will establish basic technical abilities by learning about a variety of camera systems (35 mm DSLR, medium format, and 4x5 view cameras) as well as lighting and exposure.

SMALL FORMAT

Emphasis is placed on mastering the functions of the 35 mm digital camera and its accessories.

Students learn versatility with 35

mm format, until it becomes a logical extension of their vision.

Students are required to provide their own 35 mm digital SLR camera body lenses, and flash.

MEDIUM FORMAT

The advantages of the larger negatives provided by the 120 and 220 films are illustrated in studio work. This format is frequently used in professional portrait, fashion, and wedding photography.

Hasselblad cameras are provided for students' use.

LARGE FORMAT

This part of the program provides understanding of the flexibility and image quality of the 4 x 5 camera.

The vast range of the manipulations of the camera, plus exposure calculations for various bellows extensions, are taught while using the 4 x 5 camera for architecture, landscape, advertising, portraiture and product photography.

Sinar and Calumet cameras are provided for students' use.

LIGHTING AND EXPOSURE

Students will learn how and when to use a three-way light meter, how to blend electronic light with ambient light, what the different kinds of light are, and how to correct unwanted colours while creating a photograph.

The complete control of studio lighting is taught, while emphasizing the importance of creativity and experimentation.

COMPOSITION & DESIGN

This course provides students with the knowledge to create an artistic statement by balancing technical skills, materials, composition, and subject matter representation, along with aesthetic values of self, community, and visual

communication. Attention to photographers, both past and present, will be incorporated in the lectures to provide students with an understanding and appreciation for the history of photography.

DIGITAL DARKROOM

Digital Darkroom consists of the following courses:

- Adobe Lightroom
- Adobe Photoshop
- Inkjet Printing

Topics covered include basic file management, file processing in both Lightroom and Photoshop, tool use, adjustments & layers, sharpening, file formats , along with printing, basic colour theory and colour management. Each

area incorporates sessions which include a lecture, demonstration and practical assignments.

APPLIED PHOTOGRAPHY (30 WEEKS)

These courses are instructed by working professional photographers who are among the finest in their disciplines. They keep students informed of the latest developments in the marketplace, teach the technical and creative elements of their specialties, and advise students on aspects of business including marketing, promotion, sales, and pricing.

ADOBE PREMIERE PRO

This course is a hands on introduction to Adobe Premiere Pro where 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.

ADVANCED LIGHTING SEMINAR

In this course, students will learn a thought process for lighting, originated by Dean Collins, that draws from the teachings of Leonardo Da Vinci and from many of the film industry's greatest cinematographers.

This advanced foundation of light control allows students to create or mimic any style of lighting they

see or imagine for digital or film.

Students will also learn how to create a standardized digital workflow for exposure, processing, and output.

In addition, students will learn many tips and tricks of the trade such as accurate metering, simulated sunlight for cloudy days, lighting glass and chrome, mixed lighting, multi-light setups, how to use strobes and hot lights, and how to build lighting equipment.

ADVERTISING

Exciting photos that sell products are in high demand. Unlike fine art photography, advertising photography is commercial art, and commercial art is public

communication. Everyone who sees an ad must understand what the picture is about, or it won't sell the product!

Students will analyze every shot by considering the six key questions of creative advertising photography:
Who? What? Where? When? Why? and How?

Certain assignments will be given on the 4 x 5 camera.

Students will discover the impact of design and how to display a product for the best effect.

They will also master imaginative uses of light, props, and backgrounds to allow them to create professional in-studio advertising images.

ADVENTURE SPORTS

This course introduces students to the competitive niche of extreme action sports photography.

Compared to team sports photography, this genre demands much of the shooter in terms of location, travel, weather conditions, and an understanding of the various sports.

Whether it's snowboarding, surfing, heli-skiing, mountain biking, skateboarding or BMXing, magazine racks are featuring today's most daring athletes and photographers.

The focus of this course is on creating successful images, promotion and marketing, business practices, image submission, and getting started in the industry.

ARCHITECTURE/INDUSTRIAL

The large format camera is the tool of the trade for both interior and exterior architectural photography.

Students will learn parallax correction and split light exposures, while working at both exterior and interior locations.

BUSINESS FOUNDATIONS

The business of photography is an essential element of programs offered at Western.

Specific areas of instruction designed to prepare graduates for entry into the real world of business include:

- Market analysis
- Business operation
- Marketing
- Research

- Financial management
 - Cost analysis
 - Cash flow
- Time management
- Customer service
- Selling

The business foundations course is a requirement for graduation, and it reflects individuals' goals for utilizing their craft.

DIGITAL ASSET MANAGEMENT

This course is designed to take a digital photographer with solid computer and file management skills to a new level of digital organization to ensure that they are maximizing the value of their image collection and ensuring its long-term viability and security. Utilizing an established method of managing

digital assets, students will come away with a solid understanding of what makes a good DAM system and a basis of skills to begin developing their own image archive.

FASHION

Exploring the specialized field of fashion photography will give students insight into their multi-faceted industry.

Shooting techniques, working with models, posing, and commercial applications will all be demystified.

Intensive daily shooting with models is followed with daily one on one critiques, creating an action packed, reality style learning experience.

LIFESTYLE PHOTOGRAPHY

Lifestyle photography is another expanding market.

Illustrating articles, with portraits and photographs depicting a theme, is the particular challenge of this field.

Students will learn what photo editors want and how to produce it. In addition, they will also be introduced to figure photography. Using light to sculpt the human figure and accentuate form is the main aspect of this subject matter.

MULTIMEDIA

This course offers an introduction to the rich potential of multimedia storytelling. The course covers story development, digital photography and basic HD video

workflow, field recording interview techniques, and image editing. Students will produce a project in Adobe Premiere Pro that will help them understand the market trends and demand for multimedia in the industry today.

OUTDOOR AND TRAVEL PHOTOGRAPHY

Increased global adventure and luxury travel have spawned a host of travel publications. With them come new and exciting opportunities for photographers who are able to capture the essence of a place and its people in a creative and saleable photo essay or photo illustration.

This intensive course is a lively blend of lectures, discussions,

assignments, and critiques. Topics include how to approach and photograph people, cross cultural considerations, location lighting, and landscape photography. Equipment and technical concerns related to working in different and often difficult environments, as well as how to edit, store, and present work for publication, will be discussed.

PHOTOJOURNALISM

Go where the news and events are happening, and document the peak action!

Topics in this course include on-location assignments, which includes hard news, feature, environmental portraiture, sports, and documentary photography.

Students will learn to plan and to research major assignments and to select the best photos for layouts.

There is strong emphasis on preparing students for potential work with newspapers.

As part of this course, students have the opportunity to apply for select photojournalism internships.

PORTFOLIO PRESENTATION

Portfolios are the primary tool by which clients evaluate photographers' creativity and technical skills.

With guidance from advisors, students will build portfolios directed toward their target markets, that reflect personal style, demonstrate technical ability, and show vision.

Students' portfolios are assessed by industry representatives who are not part of Western's faculty.

PORTRAITURE

All the essentials of creating a privately commissioned portrait - initial client contact, portfolio viewing, choice of background, in-studio or outdoor location, lighting, and preparation of final prints - are covered in this course.

The sub-genres of traditional, corporate & editorial portraiture are covered, along with posing techniques for individuals, couples, and groups.

The business aspect of this industry is also explored in detail.

STOCK PHOTOGRAPHY

Stock Photography is another market for freelance photographers that can supplement their main avenues of income.

This one day workshop will instruct students on how to shoot for this market and on how to present their work in the best way to secure a place in the files of a stock agency.

WEDDING PHOTOGRAPHY

All aspects of booking, shooting, and following up on a wedding assignment are taught in this course.

Posing, studio and outdoor lighting, photo post-production, and the business and people-handling aspects of this field are emphasized.

Specific assignments include shooting an engagement portrait and compiling a wedding album.

Photo: Jesse Holland, Western Graduate 2009



Equipment, Expenses, and Supplies

Students are required to provide the photographic equipment listed below.

- Please contact your program manager, Andrea Kucherawy for additional detailed requirements and advice or suggestions BEFORE purchasing major items such as tripods, flash meters or camera lenses.
- Contact information is on page 4 of frequently asked questions.

DO NOT MAKE A MAJOR PURCHASE WITHOUT CHECKING WITH US; WE MAY BE ABLE TO SAVE YOU MONEY.

GEAR REQUIREMENTS:

- Digital Single Lens Reflex (dSLR) camera body capable of manual operation. Video capture capability is very desirable. Minimum file capture size of 12 megapixels. See the current equipment and supplies list for a recommended camera list.
- Lenses covering the following range: (must have) 24-70, (should have) 80-200, (desireable) 17-35.
- Aperture: minimum f/3.5 - f/4.5. If your budget allows, a constant f/2.8 is preferred, however, these are significantly more expensive.
- All in one lenses are not recommended.

- Note: “Kit Lenses” that come packaged with lower priced consumer or prosumer camera bodies are typically quite poor in optical quality
- Sturdy tripod with 3 way head (Manfrotto 055 XB/808 RC4)
- Light meter; 3-function
- Electronic flash
- Cable release
- Computer System

The Western Academy supplies medium format and large format cameras, and all electronic studio lighting (quantities at the school's discretion).

FALL/SPRING SEMESTER FILM REQUIREMENTS:

As part of Fundamentals, Advertising, Architecture and Portraiture courses, students

will be shooting colour slide film. the requirements are reviewed each summer as the courses are reviewed. The film market is in constant change and there currently are several suitable films available; instructors will advise students on their selections and quantities.

Local merchants offer discounts and student specials; shop around for the best deals.

COMPUTER REQUIREMENTS

- Laptop computer (PC or Macintosh) and a document printer

Minimum system requirements:

- 2.26 GHz or faster processor
- 4 GB RAM
- 250 GB hard drive

- 1,024 x 768 monitor resolution with 16-bit video card
- DVD-ROM drive
- QuickTime 7.6.4 software

For PC's:

- Intel Premium 4, Intel Centrino, Intel Xeon, Intel Core 2 Duo, or Intel Core i3, i5, or i7 (or compatible) processor
- Microsoft Windows 7 (PREFERRED) or Windows Vista Home Premium, Business, Ultimate, or Enterprise (certified for 64-bit editions)

For Mac's:

- Intel Core 2 Duo Processor (MacBook Pro)
- Mac OS X v 10.6 (Snow Leopard)
- PCMCIA or USB card reader
- Minimum 3 button mouse-wired or wireless (Mandatory) OR

Wacom Pen/Mouse Tablet

- External hard drive-minimum 500 GB
- USB Flash Drive-minimum 4 GB
- 2 -4 GB Compact Flash Memory Cards (minimum)
- It is mandatory that you be familiar with your computer's operating system on arrival at Western. For example, you must be able to:
 - Send and receive emails;
 - Attach images and documents to email messages;
 - Open and close files;
 - Create and organize folders;
 - Access and search the Internet;
 - Cut and paste text and images;
 - Operate the mouse (left and right click, functions, scroll feature);
 - Drag and drop items;

- Create shortcuts; and
- Use a flash drive

If you are not familiar with any of the jargon or information above, please take this list to a professional computer retailer.

Educate yourself about the required equipment before making a purchase!

SOFTWARE & ACCESSORIES

- Adobe Creative Suite 4
- Adobe Lightroom 3
- Microsoft Office Standard (Word, Excel, PowerPoint & Outlook) 2000 edition or newer.

(Note: Student versions of these software packages are available through Western at SUBSTANTIALLY LOWER

THAN RETAIL COST.)

ESTIMATED COSTS OF SUPPLIES

Students are responsible for supplying their own film, paper (if utilizing the sheet paper printer), and other related materials throughout their course.

Please see the frequently asked questions, page 2 for updated information regarding costs and fees.

Estimates are based on expenses incurred by past students. Individual costs may differ.

Additional Expenses:

It is wise to draft a budget for living and studying in Victoria. Be sure to include basic living costs

(apartment rental, telephone and internet installation and monthly fees, groceries, parking, etc.), discretionary personal expenses (in-town travel, furnishings, entertainment, etc.), and return travel at holiday time.

All overdue accounts (tuition and purchases of supplies or equipment through Western) are subject to a 2% per month interest service charge.