



DIPLOMA PROGRAM IN  
WRITTEN IMAGE  
(JOURNALISM/PHOTOJOURNALISM)

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Photo: Micah Escamilla, Western Graduate 2009



## HOW TO REACH US:

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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.

# PROGRAM DESCRIPTION & OBJECTIVES

The goal of this program is to prepare students for a career as a professional journalist or photojournalist. Graduates will have the necessary skills for an entry level or better position in journalism/photojournalism.

As a strong grounding in the fundamentals of writing is essential to the aspiring journalist, students will master the mechanics of writing and focus on an effective writing process.

Students will also receive expert instruction in the technical and creative aspects of photography; they will learn to use 35 mm digital cameras to produce images to accompany their written work.

In addition, the program incorporates the study of market characteristics, production of written and photographic work for a specific market, desktop publishing, fundamental business skills and career planning, and other aspects of becoming a successful journalist/photojournalist.

# 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](http://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](mailto:wap-office@shaw.ca)

# PROGRAM COMPLETION REQUIREMENTS

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.

## GRADUATION

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

## 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

The ten-month Written Image curriculum has been carefully designed to develop students' diverse writing abilities and photographic skills.

The program consists of four components: writing, photography, desktop publishing, and business.

As a capstone project, students compile a professional portfolio of their written and photographic work.

## WRITING

The writing component of the Written Image program addresses basic writing skills, journalism, and creative non-fiction writing.

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These courses teach students

the fundamental structures and conventions of writing.

### *CRAFT AND STYLE*

Craft & Style is a course about developing writing skills, with a specific focus on basic approaches to researching, developing, and writing magazine articles.

It explores how to combine the structured, rule-based elements (craft) and the reative, artistic aspects (style) of writing.

### *EFFECTIVE WRITING*

Effective Writing aims to promote the development of students' fundamental writing abilities.

Students will gain an understanding of the need for grammatically correct writing; learn to identify sentences, phrases, clauses, and parts of speech; use punctuation marks correctly; write with clarity and concision; understand when to use active and passive voice; and employ other principles of sound writing.

### *PROMOTIONAL FEATURES WORKSHOP*

Promotional Features focuses on articles for products or services that target specific markets.

Students will address the qualities of effective promotional features and appropriate language and style for this specialized type of writing.

## *MEDIA RELEASES WORKSHOP*

The Media Releases workshop considers the purpose, structure, and support of a media release.

Key messages will be discussed, and students will analyze media releases in the context of the meaning of “news.”

## JOURNALISM

### *NEWSPAPER WRITING*

Newspaper Writing provides a comprehensive overview of newspaper writing and editing, styles of writing, marketing, and the principles of journalism. Students develop story ideas; carry out research; conduct interviews; and write news, features, and profiles suitable for  
8 publication.

## *MAGAZINE WRITING*

Magazine Writing addresses the theory and practice of finding article ideas, storytelling, writing techniques, finding and analyzing magazine markets, querying, types of articles, contracts, and sales techniques.

## CREATIVE NON-FICTION

### *ADVANCED WRITING*

Advanced Writing builds on skills mastered in previous writing courses. Students will write feature articles, hone their editing skills, and, in collaboration with the Desktop Publishing course, experience elements of the publishing cycle through production of two magazines.

## GENRE WORKSHOPS

### *ARTS & ENTERTAINMENT REVIEWS*

The Arts & Entertainment Reviews workshop examines the process and theory of review writing, the relevance of reviews, and the changing perception of review writing. Reviews for genres such as art, music, food, and sports will be explored.

### *NON-FICTION BOOK WRITING*

Non-fiction Book Writing looks at types of non-fiction books, evaluating and refining a non-fiction book idea, writing a book proposal, the writer-publisher relationship, the pros and cons of self-publishing, publishing contracts, standards for author

remuneration, literary agents, marketing, and more.

### *TRAVEL WRITING*

The Travel Writing workshop explores how this genre is different from other forms of writing.

Topics such as finding inspiration, locating markets, querying editors, establishing a travel writing reputation, building clips, selling to multiple outlets, developing an eye for the unusual, and marrying photos to stories will be discussed.

### DESKTOP PUBLISHING

This program area is comprised of InDesign workshops and a Desktop Publishing course.

- 9 In hands-on workshops, students will learn to use InDesign

software to lay out pages; work within framed environments; set up documents; work with text, graphics, and colour; prepare for hand-off to a service provider; and create PDF files.

The Desktop Publishing course gives students a foundation in typesetting and desktop publishing. Students will work through print-production process, and they will utilize their photography and writing skills to lay out two multi-page publications: Contact, an alumni magazine and Fusion a student-inspired magazine.

Class time will be divided between instruction and actual print projects, with assigned roles, which will allow students

to develop publishing skills and techniques.

### PHOTOGRAPHY

Western operates under the premise that students begin the Written Image program with no knowledge of photography; strong foundations are built through course work.

### *PHOTOGRAPHY*

Emphasis is on the 35 mm camera and its associated accessories, and students work with the 35 mm format until it becomes a logical extension of their vision.

Students learn basics in the Photography course offered in

the fall term, and they continue to enhance their skills in the courses in the spring term.

Students will gain understanding of how cameras and equipment such as lenses and flashes function; how to perform light measurements; and how to capture, print, and scan digital images.

They will also learn to operate PhotoShop software, to select appropriate lenses and filters, to assess elements of composition and design, and to critique images.

### *PHOTOJOURNALISM*

The Photojournalism course covers topics including :  
the use of light; on-location

assignments; news, feature, and sports photography.

Equipment and technical concerns about working in different and often difficult environments, are discussed, as well as how to edit, store, and present work for publication.

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

### *STOCK PHOTOGRAPHY*

Stock Photography is one of the fastest growing opportunities for freelance photographers. In this course, students learn how to shoot for this market and how to present their work in the best way for securing a place in the files of a

stock agency.

### *ADVENTURE SPORTS*

The Adventure Sports Photography course features a series of lectures, discussion periods, and practical assignments that will give students a comprehensive understanding of the photography and business aspects of this industry. The focus will be on creating successful images, promotion and marketing, business practices, submitting professional images, and getting started in this field.

### *FEATURE EDITORIAL & TRAVEL PHOTOGRAPHY*

Increased global adventure and luxury travel has spawned a host of travel publications. With them

has 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.

The intensive course is a lively blend of lectures, field trips, discussions, assignments, and critiques.

Topics include how to approach and photograph people, cross-cultural considerations, location lighting, and landscape photography.

### *LIGHTROOM*

As an introduction to digital asset management, this course provides a comprehensive introduction

to Adobe Lightroom 2.0. This is Adobe's professional toolbox for image organization, processing and output.

### *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.

### *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.

### *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.

## BUSINESS

The business of writing and photojournalism is an essential element of programs offered at Western.

On any journey, it is hard to know where you are going if you have not yet established where you are. Getting to your destination is easier if you know what you will take with you and by which route you wish to travel.

The Business and Career Planning course aims to help students to plan their individual journeys.

Topics covered will include basic financial record keeping, business set up, budget forecasting, and marketing strategies.

Students will produce a resume, and research and understand their individual target markets.

## PORTFOLIO

The final stage in the Written Image program is assembly of a portfolio - an essential promotional element for journalists and photojournalists.

Each student will develop a professional portfolio of his or her best written and photographic work.

Students will receive guidance on portfolio development from Program

Managers and select instructors, and portfolios will be judged by a panel of internal and external judges.

In June, student portfolios are displayed at a two-day Portfolio Exhibition, which is open to the public, industry professionals, and potential employers.

Photo: Micah Escamilla, Western Graduate 2009



# INSTRUCTORS

The following instructors form the core of the Written Image Program. All instructors are successful professionals working in their specialties, and students will benefit from their practical experience.

# EQUIPMENT, EXPENSES, AND SUPPLIES

Students are required to provide the photographic equipment listed below.

Please contact your program manager, Jean Abrahamson 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 mega-pixels. 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 to 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.

- Light meter; 3-function
- Cable release
- Electronic flash with TTL and manual capabilities. The TTL flash must have exposure override, and the manual flash must be variable to 1/64th power (minimum).

If the flash does not have the TTL +/-, the camera must have a function to control the flash.

\*Flashes do not have to be purchased until the last week of September.

However, at that time, mandatory equipment must be purchased; students without the required equipment will not be allowed to participate in assignments.

- Sturdy tripod with 3-way head
- Two 1-gigabyte high speed
- cards memory (minimum)

All cameras, lenses, and hand-held meters, which have not been purchased new or recently (in the last six months), MUST be CERTIFIED to be in proper working order, by a repair shop, for the first day of class.

In Victoria, the following repair shop is recommended:

Victoria Camera Service  
 665 Queens Avenue  
 Victoria • BC • Canada V8T 1L9  
 Telephone: (250) 383-4311  
 Toll Free 1-800-701-7676 in BC

Please DO NOT PURCHASE MAJOR ITEMS (such as tripods, flash meters, or camera lenses)

WITHOUT CHECKING WITH US. We may be able to save you money.

## COMPUTER REQUIREMENTS

- Laptop computer 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)
- External hard drive-minimum 500 GB
- USB Flash Drive-minimum 4 GB
- 2 -4 GB Compact Flash Memory Cards (minimum)
- PCMCIA or USB card reader

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!

Please contact Western if you have questions. Educate yourself about the required photography and computer 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.)

- PCMCIA or USB card reader
- Minimum 3 button mouse-wired or wireless (Mandatory) OR Wacom Pen/Mouse Tablet

## 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.

Visit [online.newspapers.com](http://online.newspapers.com) or [about.com](http://about.com) for listings of potential accommodation.

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