



certificate IV in photoimaging

equips students with the design awareness and technical skills to excel in advertising, commercial and occasional photography. Through the application of design principles in concept development, students take the quantum leap from being takers of photographs to creators of images.



about design college australia  
about design

**Design College Australia**, established in 1990, is an independently operated graphic design and new media college. The college was founded on the belief that its graduates must be ready to meet the industry's needs. Design College Australia is highly regarded by the industry for its ability to provide well trained and job ready graduates. Quality graduates have been achieved by maintaining strong links with industry through professional associations with the Australia Graphic Design Association, Brisbane Advertising and Design Club, AFA Youngbloods and the Design Institute of Australia.

Members of these associations, together with industry professionals, form part of Design College Australia's industry advisory committee, which meets regularly to ensure that courses remain up to date and relevant. Courses are further enhanced by the fact that teaching staff are practicing industry professionals.

The Design College Australia philosophy is that a student must first understand the foundation of design to reach their potential as a creative designer. Computers and technology play a pivotal role in design, however, it is important to have an understanding of design elements and principles, these foundation principles will be drawn upon again and again, not just as a student but throughout their career in whichever aspect of the industry they specialise.

#### **lecturing staff**

All lecturing staff are fully qualified with many years of industry experience. Lecturers are encouraged to continue with professional practice, and have produced many items such as; children books, corporate identities, publications, annual reports, packaging, public art & multimedia and commercial photography for local, national and international clients.

#### **important dates**

<b>Enrolments for February intake open</b>	<b>July</b>
<b>Course commencement week starting</b>	<b>mid February</b>
<b>Enrolments close</b>	<b>end February</b>

#### **location**

Design College Australia is located at 200 Barry Parade, Fortitude Valley, Brisbane and is easily accessible by train, bus and ferry.

#### **facilities**

Classes are conducted at both 200 Barry Parade and a professional photography studio close to the CBD. Classroom studios are set up to be cognitive with the requirements of the course.

#### **austudy/youth allowance/abstudy**

**Accredited courses are Austudy/Youth Allowance approved.**

The course code for the Certificate IV in Photoimaging is CUV40403qld.  
For more information contact Centrelink  
Youth and Student Services on ph: 13 24 90  
Abstudy Ph: 13 23 17



admission procedure  
acceptance and admission procedure

#### **standard entry**

Entry is not OP based  
A pass in year 10 English at an Australian secondary school (or its equivalent).  
Personal interview  
Presentation of portfolio of creative works (include a minimum of 8 work samples)

#### **special entry**

If you have not completed year 10 at a Queensland secondary school (or its equivalent) you may be admitted if you have an obvious talent and genuine interest in art, design, photoimaging, computer software applications or multimedia.

#### **general information**

Your application for entry must be made on the official form and all relevant sections must be completed. Applications are processed as they are received, therefore you can apply at any time of the year. DCA will then contact you to arrange a time for an interview where you will present your work for discussion.

Upon notification of acceptance into DCA, a deposit is required within 7 days. Failure to pay the deposit, or other fees, by the due date may result in cancellation of the offer. Minimum age for all students is 16 years.

#### **recognition of prior learning/credit transfer**

RPL and credit transfer are distinguished as alternative pathways to an AQF qualification. They are different in that they relate either to learning achieved outside the formal education and training system (RPL) or to learning achieved through formal education and training (credit transfer). Both RPL and credit transfer are learning pathways.

RPL is the assessment of a student's non-formal and informal learning to determine the extent to which the student has achieved the required learning outcomes, competency outcomes, or standards for entry to, or completion of a qualification at Design College Australia. RPL can occur in many different contexts that include work, involvement in social community or sporting activities, travel or learning through life experience generally.

Credit transfer is the assessment of any formal courses or subjects studied previously by the student in order to recognise training outcomes, competency outcomes or standards in a qualification being offered at Design College Australia. These outcomes may be counted towards the formal study qualifications delivered by Design College Australia.

The key difference is that it's the student who's assessed in RPL and it's the course or subject that's assessed in the case of credit transfer (ie. in credit transfer the judgement is about the learning program or outcomes of previous formal studies undertaken by the student).



**Design College Australia's**  
Certificate IV in Photoimaging

A merging of designed based disciplines and traditional photography techniques. This course will lead students into an exciting career in graphic design and photoimaging. The course introduces students to the design process, utilising principles such as; composition, colour theory, digital work flows, typographical layout, image reproduction and camera craft. Students will also learn how to technically and creatively combine type and image through the appropriate design software applications. Students will be encouraged to experiment with their creativity and be directed how to design images from a unique perspective. This Photoimaging part time design course, will assist students in gaining a strong understanding of graphic design via the combination of design and photography.



**designcollegeaustralia**

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**photoimaging** the merging of designed based disciplines and traditional photography techniques

## certificate IV in photoimaging

**duration**

**12 months full time / part time**  
commencing February and July 2011

**prerequisites**

Completion of Year 10  
A personal interview  
Presentation of folio

study  
graphic design

### field trips/tutorials

Students will be required to attend field trips as part of their study.

### course costs

Please refer to the separate schedule for tuition fees.

All students are supplied with the appropriate software.

Design College Australia appreciates that flexibility is needed when it comes to financing your education and as such have a range of options available to students, including the options to pay up front, an instalment plan or a deferent student loan through CBA or NAB.

### articulation

Successful completion of accredited units at Design College Australia can be used to assist in gaining an improved ranking when apply for entry to a course through QTAC.

### certificate iv in photimaging

The Certificate IV in Photoimaging has been structured to include units that are cross credit with and/or included in the Advanced Diploma in Visual Communication. Course duration 12 months (part time)

**CUVCOR09A: Select and apply drawing techniques and media to represent and communicate the concept.** This unit describes the skills and knowledge required to develop drawings which represent and communicate the concept. This is a core unit which complements all the specialisation units. It is different from the drawing specialisation units which focus on drawing as an art form. This unit goes beyond the scope of CUVCOR07A Use drawing techniques to represent the object or idea and CUVCOR08A Produce drawings to represent and communicate the concept in terms of the complexity of skill requirement, use of techniques and sophistication of representation. This work would usually be carried out under supervision. This is a core unit which underpins many other specialisation units.

**CUFSAF01B: Follow health, safety and security procedures**  
Follow health, safety and security procedures

**CUVDES04A: Integrate colour theory and design processes in response to a brief.** This unit describes the skills and knowledge required to explore and integrate colour theory and design processes using 2-dimensional (2D) and/or 3-dimensional (3D) space. This is a core unit in design fundamentals and as such underpins many other specialisation units. People working in many industries require the skills and knowledge in this unit, and the unit is written to allow for contextualisation to a particular industry context.

**CUVPHI01A: Source and apply photoimaging industry knowledge.** This unit describes the skills and knowledge required to source, apply and update a general knowledge of the photoimaging industry, including industry structure and operation, employment obligations and the impact of new technology. This knowledge underpins effective performance in all work roles within the photoimaging industry. In-depth knowledge is not required.

**CUVPHI03A: Research and apply information on the traditions which inform photoimaging practice.** This unit describes the skills and knowledge required to collect, analyse and apply information on the broad traditions which inform photographic practice. The unit provides underpinning skills and knowledge development for all the photoimaging units. This work would usually be carried out independently with guidance where required.

**CUVPHI06A: Plan and carry out image capture in response to a brief.** This unit describes the skills and knowledge required to plan and set up a shoot using a range of image capture techniques with digital and/or analogue equipment. The unit builds on unit CUVPHI05A Use a 35mm SLR camera or digital equivalent. It is a specialisation unit and refers to skills and knowledge required for photoimaging. This work would usually be carried out under limited supervision. Current photoimaging industry practice relies increasingly on digital imaging processes and this should be reflected in training and assessment of this unit. Analogue equipment and processes may be used to support this as appropriate to the specific context.

**CUVDES05A: Interpret and respond to a brief.** This unit describes the skills and knowledge required to interpret and respond to a brief through the production of work. As such the unit is holistic in nature and focuses on the overall work process to meet the requirements of a brief. This unit is required wherever work is prescribed by a commissioning agent/client. People working in many industries require the skills and knowledge in this unit, and the unit is written to allow for contextualisation to a particular industry context. The work would usually be carried out independently, although guidance would be available if required.

**CUVPHI07A: Process photoimages to work print/file stage.** This unit describes the skills and knowledge required to use techniques for image processing and focuses on technical aspects including chemical and electronic processes, sensitometry and optoelectronics. It is a specialisation unit and refers to specific equipment and techniques used for making photo work-print images. This work would usually be carried out under supervision. Current photoimaging industry practice relies increasingly on digital imaging processes and this should be reflected in training and assessment of this unit. Analogue equipment and processes may be used to support this as appropriate to the specific context.

**CUVPHI08A: Enhance, manipulate and output photoimages.** This unit describes the skills and knowledge required to apply techniques to image enhancement, manipulation, output and post output processes. The manipulation and output processes employed are to enhance and resolve the concept for the image. This is a specialisation unit and refers to specific techniques used to output images in either an analogue or digital context. This work would usually be carried out with supervision. Current photoimaging industry practice relies increasingly on digital imaging processes and this should be reflected in training and assessment of this unit. Analogue equipment and processes may be used to support this as appropriate to the specific context.

**CUVPHI04A: Apply photoimaging lighting techniques.** This unit describes the skills and knowledge required to employ lighting techniques to a range of subjects in different work spaces and to select equipment for different lighting techniques. In this activity occupational health and safety issues must be addressed. It is a specialisation unit and refers to specific photoimaging techniques. This work is carried out with limited supervision. Current photoimaging industry practice relies increasingly on digital imaging processes and this should be reflected in training and assessment of this unit. Analogue equipment and processes may be used to support this as appropriate to the specific context.

**CUVCRS14A: Prepare, store and maintain finished work.** This unit describes the skills and knowledge required to select finished work for storage, to assess its needs for storage and to protect, store and maintain it. This is a support unit for specialisations. The skills and knowledge are not restricted to a particular specialisation but apply across all specialisations depending on the work context. This unit goes beyond and encompasses unit CUVCRS13A Store finished work.

**ICPMM321B: Capture a digital image.** This unit describes the performance outcomes, skills and knowledge required to use digital camera technology for the production of colour separated images.

**ICPMM322B: Edit a digital image.** This unit describes the performance outcomes, skills and knowledge required to edit and manipulate an image captured digitally and to prepare for export to electronic image assembly.

**CUVCRS08A: Document the work progress.** This unit describes the skills and knowledge required to document the conception, development and progress of work. This is a support unit for specialisations. The skills and knowledge are not restricted to a particular specialisation but apply across all specialisations depending on the work context. This work would usually be carried out under limited supervision.

**CUFWRT01A: Develop a narrative.** This unit describes the skills and knowledge required to develop a narrative or story which may include a treatment, outline or a storyline for any production within the cultural industries.

**BSBADM306A: Create electronic presentations.** This unit covers the design of electronic presentations for speakers, self-access and on-line access.

**CUVCRS05A: Use typography techniques for design work.** This unit describes the skills and knowledge required to use typography techniques for design work. It outlines how typography can be applied to a range of design contexts in response to a brief. It is a support unit for specialisations. The skills and knowledge are not restricted to a particular specialisation but apply across all specialisations depending on the work context. This work would usually be carried out independently, although guidance would be available if required.

**CUVDSPO4A: Research and apply the history and theory of design to design practice.** This unit describes the skills and knowledge required to research and analyse the history and theory of design for application to design practice. This is a core unit for designers and provides underpinning skills and knowledge development for all units of this level.

**CUVCRS16A: Prepare text and graphic files for print processing.** This unit describes the skills and knowledge required to prepare electronic files for pre-press processing. It applies to files that still require some processing before printing or electronic diffusion. This is a support unit for specialisations. The skills and knowledge are not restricted to a particular specialisation but apply across all specialisations depending on the work context. This work would usually be carried out independently although guidance would be available if required.