

# COURSE GUIDE

## Certificate IV in Design (Photography)

### CUV40311 CERTIFICATE IV IN DESIGN (SPECIALISING IN PHOTOGRAPHY)

Wake up to your next creative challenge. Discover how to tell a cohesive story using the elements of people, places and objects, and build a professional portfolio using the latest industry standard digital software. Your goal is a series of photographs that are coherent; that tell a story. This course will develop more conscious thought and direction in your photographic projects by providing a comprehensive foundation in design skills, creative thinking and ideas generation.

### CREATE, SHOOT AND PUBLISH

**Create.** Choose a creative focus: people, places, objects. What is inspiring you today? Get the design skills you need and learn how to capture and manipulate your ideas.

**Shoot.** Learn professional camera craft. Discover light, space and visual solutions and enhance digital images.

**Publish.** Get the skills with Adobe Creative Cloud, Photoshop and InDesign and gain the confidence to use these programs effectively.

### WHO IS THIS COURSE FOR?

**Create. Shoot. Publish** would suit visual image enthusiasts and design lovers with an eye for photography. This course would suit many different purposes, from beginning your formal design journey to enhancing the current skills you already have in the field of photography, capturing images and design. If you want to take your photography and design skills to the next level, then Create. Shoot. Publish could be a valuable first step.

### Why study this course?

Course number

F001P

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Qualification name

CUV40311 Certificate IV in Design

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### Course duration

Maximum 24 months

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### Qualification Level

Certificate IV

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### Delivery Method

Online

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### Recognition

Nationally Recognised



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### Assessments

Portfolio, Projects, Short-Answer Questions, Written Reports

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### Awarded by

Open Colleges (Provider number: 90796)

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## About the Course

### The industry

### Who this course is for

### Potential career outcomes

- Digital Image Technician
- Image Designer for Web and Online Advertising
- Photographer
- Studio Assistant
- Trainee/Assistant Photographer

### What you'll learn

### Learning materials

### Course Trainers



## Antony Cirocco

Antony Cirocco MA BA has worked as a photographer for over 18 years. He has worked with clients in both state government and the private sector. Antony has also produced feature length broadcast documentaries, music videos and over 300 TV commercials. He has successfully managed short course education programs at AFTRS and served as the Film and Television Head of Department for JMC Academy in South Melbourne. Antony has also worked as a contract lecturer, course and program designer for the Academy of Information Technology, The International Film School Sydney, CATC Design School and Think Education. Antony began his teaching career in Japan over a decade ago.

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## Academic information

Open Colleges may make changes to the course from time to time to reflect changes introduced to the relevant Training Package or other regulatory requirements.

### Module 1: Module 1: Create, shoot and publish a project

#### BSBOHS201A

Participate in OHS processes

- Work safely
- Implement workplace safety requirements
- Participate in OHS consultative processes
- Follow safety procedures

#### BSBCRT301A

Develop and extend critical and creative thinking skills

- Develop a questioning mindset
- Generate ideas and responses
- Challenge, test and re-invent ideas
- Enhance creative thinking skills

#### CUVPHI302A

Capture photographic images

- Prepare to capture digital images
- Preview and experiment with image capture
- Review images

- Enhance images
- Finalise image capture process

#### ICPPP224C

Produce pages using a page layout application

- Arrange elements on page
  - Finalise artwork
  - Check quality
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## Module 2: Module 2: Digital techniques and publishing

#### CUFDIG303A

Produce and prepare photo images

- Use scanner to capture photo images
- Use digital camera to create photo images
- Edit photo images
- Prepare photo image assets

#### ICPPP324C

Create pages using a page layout application

- Confirm client design brief
- Set up document
- Arrange elements on page
- Finalise artwork
- Check quality

#### CUVPHI404A

Enhance, manipulate and output photo images

- Retrieve work prints or digital files
  - Plan image output
  - Prepare work environment for analogue or digital work
  - Enhance and manipulate the images
  - Output images
  - Restore work environment and resources
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## Module 3: Module 3: Design theory

#### BSBDES305A

Source and apply information on the history and theory of design

- Collect information on history and theory of design

- Apply information to own area of work
- Update and maintain knowledge of design trends

#### **BSBDES401A**

Generate design solutions

- Define the design challenge
- Undertake research to inform the design solution
- Communicate and collaborate with others
- Generate ideas and responses to the design challenge
- Select a design solution

#### **BSBDES402A**

Interpret and respond to a design brief

- Interpret design brief
- Explore and develop design concept
- Liaise with client
- Plan production of work

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## **Module 4: Module 4: Project builder, design and imaging**

#### **CUVPRP401A**

Realise a creative project

- Develop ideas for project work
- Organise the creative project
- Create finished work
- Evaluate own work

#### **CUVDIG401A**

Experiment with techniques to enhance digital images

- Develop proficiency with a range of digital imaging techniques and media
- Develop ideas for digital imaging
- Organise digital imaging resources
- Create finished digital images
- Evaluate own digital imaging work

#### **CUVACD401A**

Integrate colour theory and design processes

- Research information on colour theory and design processes
  - Communicate ideas through the application of colour and design theory
  - Evaluate design work
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## Module 5: Module 5: Create a portfolio - personal style

CUVPHI401A

Capture images in response to a brief

- Interpret image capture briefs
  - Prepare for camera shoots
  - Capture images
  - Restore work area and equipment
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## Module 6: Module 6: Create a portfolio - commercial

CUVPHI403A

Apply photo imaging lighting techniques

- Set up lighting for photo shoot
  - Light subjects
  - Complete and review shoot
  - Complete post-shoot activities
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### Assessment details

- Portfolio
- Projects
- Short-Answer Questions
- Written Reports

### Recognition of Prior Learning

We understand that you may already have many skills and areas of expertise that you have obtained in different ways and these are recognised through our Recognition of Prior Learning (RPL) process.

Open Colleges has developed an RPL application kit for this course.

The Student Handbook, available in the Key Student Information section of our website, provides more information about our RPL process. Alternatively, you can contact a Course and Careers Advisor to discuss your RPL options.

### Course duration

The duration for the course is maximum 24 months. As a self-paced online course, the time it will take you to complete is flexible and dependent on ability and time available.

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## Requirements

## Education

There are no formal education entry requirements for this course.

## Creative Ability

You'll need some creative and design skills to start this course. You can demonstrate these skills through:

- Completion of a relevant subject at High School (such as Art, Design, Digital Media, Animation or Communication); OR
- Other qualifications in a related field; OR
- Other relevant work experience where you use your creative and design skills.

## Minimum age

You will need to be at least 18 years old.

## English

This course involves reading learning content and undertaking a range of written assessments and engaging in online forums and discussions. Furthermore, the delivery mode relies on the extensive use of written communication. As such, entry to the course requires the successful completion of English to Year 12 level.

If you haven't successfully completed English at Year 12 level, you can demonstrate equivalency through one of the following:

- Successful completion of a Nationally Recognised Training qualification at Certificate III level or higher; or
- 3 years relevant industry experience in a role that requires the use of written documentation and communication

Open Colleges recognises that not all people are able to read, write and perform calculations to the same standard. See the Language, Literacy and Numeracy Considerations section for more information on tools, resources and support services provided to by Open Colleges.

## Computing

All users:

- Microsoft Office 2010 or equivalent
- Broadband internet connection. Please note ADSL2+ is recommended due to the volume of downloading and uploading large files required by the course.
- 4GB of Ram – 8GB is Recommended
- 10.5GB available hard disc space for installation; additional free space is required during installation.
- DVD – Rom Drive – compatible with dual layer DVD's
- 1280 x 800 display (1280 x 1024 recommended) with 16 – bit colour and 512 MB of V RAM
- Adobe Reader XI or equivalent
- Access to a printer and associated software
- Scanner and associated software
- Adobe Creative Cloud
- File compression software.

- Windows users:

Microsoft Windows 7 or higher (Windows 8 recommended)

- 1 Ghz or faster processor (2GHz recommended)
- Intel Pentium® 4 or AMD Athlon® 64 processor
- Adobe Flash Player 10 or higher software required to export SWF file
- Open GL 2.0 – Capable system
- Java Runtime Environment 1.6
- QuickTime 7.6.6 software required for HTML 5 media playback and multimedia features.

Mac OS users:

- Mac OSX v10.5 or higher (Mac OS X v v10.9 recommended)
- 1 Ghz or faster processor (2GHz recommended)
- Multicore Intel® processor with 64-bit support
- Adobe Flash Player 10 or higher.

## Equipment

You will need to have access to:

- Digital SLR camera with either a zoom lens or interchangeable lenses and camera software (Canon or Nikon recommended) and tripod
- Graphics capable monitor for accurate colour calibration
- Photographic lighting equipment for Study Period 6

You can seek advice from your trainer and assessor or course coordinator with regard to accessing this equipment.

You will also need access to a digital video recording device. Many digital SLR cameras, mobile phones and smart phones include this technology.

## Skills

You will require basic computing skills, including:

- Creating, saving and editing Microsoft Office documents
- Accessing and searching the internet
- Downloading and saving documents from websites
- Uploading documents through websites
- Understanding of participating in online discussions
- Attach and use peripheral devices such as scanners, digital cameras, media storage (e.g., flash drive for design storage).
- Save a compressed file (.zip)
- Save a PDF File
- Connecting digital cameras and downloading and storing images
- Connecting digital video devices and downloading and storing videos
- Compressing image audio and video files.

It is also highly desirable that you have:



- Familiarity with Internet searches
- Experience with social media platforms
- Basic experience with Photoshop or Adobe Creative Suite software.

If you do not have these fundamental computer skills, you will be directed to undertake a relevant Open Colleges Skill Builder Course.

## **Additional**

This course requires the use of design industry software. You will need access to the Adobe Creative Suite, which can be purchased on subscription through the Adobe Creative Cloud (ACC). The ACC subscription is not included in the course fee. Student subscriptions are available at a reduced price. Refer to the Adobe website [www.adobe.com.au](http://www.adobe.com.au).

## **Language, Literacy and Numeracy**

Our free online assessment tool can help give you an idea of the language, literacy and numeracy skills needed to study a VET course. This tool can also help you determine your learning level and help you plan your future studies. You can access the Language, Literacy and Numeracy tool here (<http://www.opencolleges.edu.au/online-learning-assessment>).

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# Studying online with Open Colleges

## **Flexibility - study at your own pace**

When you study online with Open Colleges you're in control.

You can choose to complete your course quickly or keep to a steady pace, and with no deadlines or schedules to stick to, fitting your learning around your everyday commitments is easy.

Everything you need to study is online so you can study wherever you like – but that doesn't mean you're on your own.

OpenSpace is our purpose-built online learning platform. It's where you'll go to access to your learning materials, contact your expert trainers and assessors, upload your assessments and find all the support and motivation you need to keep going from the OC community.

## **Your online community**

### **What is OpenSpace?**

Open Colleges offers you a custom-designed online-learning platform called OpenSpace.

Your learning platform is the heart of your study experience. This is where you'll navigate through your course materials, contact your trainers and assessors, and connect with other online students.

### **What can I do in OpenSpace?**

OpenSpace provides you with a secure, interactive learning environment that allows you to access a wealth of learning resources. In OpenSpace you can:

- Access all your course materials, including videos and other digital resources
- Complete the learning activities related to your course
- Get the latest news about Open Colleges and your course

- Access the Student Lounge - a hub for student information and resources, including how-to videos, forms, relevant policies and procedures, communication tools and study tips
- Get to know your fellow students by posting in the course forums, and find a 'Study Buddy'
- Connect with your Trainer and Assessor and Course Coordinator
- Access extensive online libraries for research
- Upload your assessments, view feedback, and access your grades

It's just like a real campus – but it's available anywhere and anytime.

## How to get support

### Academic support

Your experienced trainers are available in **OpenSpace** to answer any questions you may have regarding the learning materials or assessments.

Your program manager can also provide you with advice and support regarding the overall course.

### Student support

The student support team is your one-stop service centre for all student administrative issues – including enrolment, change of contact details, OpenSpace support, assessment results and certification.

You can access the student support team in **OpenSpace** or by **email** or **phone**.

### Learning support

The learning support team is a dedicated team of specialists that provide you with a comprehensive induction to studying with Open Colleges as well as specific support if you encounter learning difficulties during your studies.

Learning support resources, such as writing guides, are available in **OpenSpace**. You can access the learning support team via your trainer or the student support team.

### Peer support

As a student of Open Colleges you will join community of over 65,000 people who are also studying online. Through OpenSpace you can connect and collaborate with others to share study tips and advice.

Our students find this is a great way to keep motivated and build lasting friendships and networks.

### Work Placement Support

If your course contains work placement, the work placement support team can provide you with support, advice and resources if you encounter difficulties in securing a workplace for your work placement.

You can access the work placement support team via your trainer and assessor or the student support team.

## Payment Options

You have two options for paying your course fees.

**Paying in full:** Pay your course fees upfront before you begin the course.

**Payment plan:** Pay a small deposit and pay off the rest of your fees through a weekly, fortnightly or monthly payment plan.

A Course and Careers Advisor can help you decide which option is best for you.

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# About Open Colleges

## Our history and heritage

Open Colleges has been delivering quality education for over 100 years. During this time, we have honed our unique learning model to become Australia's leader in online learning.

We've achieved this by continuously evolving our approach to meet the needs of our learners by offering flexible, accessible, affordable and supportive courses.

So far, we've helped over 700,000 people gain the skills to launch, change or take the next step in their careers.

All of us at Open Colleges put the student at the centre of everything we do, whether that's helping you find the right course, designing a new course, making improvements to our online campus or giving the support you need to reach your goals.

## Commitment to quality

In June 2012, Open Colleges established a unique partnership with North Coast TAFE, an Institute of TAFE NSW, to collaborate on the development and delivery of Nationally Recognised Training online.

We have also established strong partnerships with leading industry bodies, such as Early Childhood Australia and The Institute of Certified Bookkeepers.

December 2013 saw Open Colleges Australia (the holding company of Open Colleges Pty Ltd) become part of Apollo Education Group, Inc.

Being part of Apollo gives Open Colleges access to the expertise, experience and educational resources of the University of Phoenix (USA), Institute of Professional Development (USA), BPP University (UK) and other institutions in the Apollo global network.

Our ongoing partnerships and place within the Apollo family ensure we continue to deliver a student experience that's best in class.

**With Open Colleges you can:**

- Study TAFE and other nationally recognised qualifications
- Choose from over 150 online courses
- Fit study around your family or work commitments
- Enrol 365 days of the year
- Find a payment option that works for you
- Get academic and student support – online or over the phone
- Join a community of thousands of like-minded students

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## Get in touch

### Still got a question?

Call a Course and Careers Advisor on for more details about this course and the enrolment process.

It's our priority to ensure you enrol in the perfect course so a Course and Careers Advisor will be in touch shortly to discuss your specific goals and what you want to achieve through studying online. They'll clearly explain the course options that would suit you best and why they would work for you and talk you through how online learning with Open Colleges works.

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## Enrol Now

Enrol Online via **EduPay** - the Trusted and Secure enrolment gateway preferred by thousands of students

Fortnightly and monthly payment plans are also available when you pay online.

Click Enrol Now (<https://www.edupay.com.au/register/F001P>) and choose a payment plan or call an Education Advisor on 1300 146 388 for more details. Prices shown are for the online study option only. A surcharge applies for the print study option (if applicable to this course).

