Photography

About this area of study

Photography degrees train students in the traditional skills of capturing and developing images in both black and white and colour, using different types of films and equipment, as well as cutting-edge techniques related to digitising and manipulating work in terms of subject matter, tone and shade, and special effects. You also learn how to use lighting to produce different moods and to deal competently with other technical apparatus and computer wizardry. Those with artistic skills can focus more on the former, while students who enjoy the technical side can concentrate on the latter. Again, the emphasis is on practical work, which you sometimes have to produce alone and sometimes as a team member.

To create a network and find job opportunities, photographers can act as studio assistants on a paid or unpaid basis in order to gain expertise and contacts. Many photographers are self-employed or work freelance. Photographers are often required to support themselves through other types of employment to make ends meet.

Due to the freelance nature of the work, there are very few vacancies advertised as actual 'jobs' and most opportunities are found by making speculative approaches or by answering calls for submissions. Consequently, it is essential to ensure speculative approaches are appropriate and in the correct style.

Courses offered by Deakin University include

- Bachelor of Arts (Photography)
- Bachelor of Arts (Media and Communication)

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

Graphic designer

A graphic designer produces visual solutions to communicate messages for their clients. Work can include two-dimensional and three-dimensional designs used within a range of media, including magazines, posters, corporate communications websites, product packaging and displays.

Advertising art director

Advertising art directors, sometimes known as 'creatives' are responsible for producing innovative concepts and ideas for advertising campaigns in all kinds of media, including television, radio, posters, press, and direct mail.

Animator

Animators tend to work in 2D animation, 3D model making animation, or computer-generated animation. Computer-generated animation features strongly in motion pictures, as well as in aspects of television work, the internet and the computer games industry.

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Grey Advertising www.grey.com/australia

Fairfax www.fairfax.com.au

News Corp www.newscorp.com

Pacific Magazines www.pacificmagazines.com.au

Lemonade www.lemonade.com.au

White Rhino www.whiterhino.com.au

Studio Brave www.studiobrave.com.au

Spark Studio www.sparkstudio.com.au

South-southwest www.southsouthwest.com.au

Evolution 7 www.evolution7.com.au

Harper Collins www.harpercollins.com.au

Tourism Victoria www.tourism.vic.gov.au

National Gallery of Victoria www.ngv.vic.gov.au

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Arts Hub www.artshub.com.au

Melbourne Photographers Subscription Service www.getphotojobs.com

Sport and Event Photography www.eventphotos.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Australian Commercial and Media Photographers www.acmp.com.au

Australian Institute of Professional Photography www.aipp.com.au

Australian Photography Association www.photographyaustraliagroup.com

Artworkers Alliance Inc www.artworkers.org