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**A GUIDE TO
THE DEPARTMENT OF
MUSEUM STUDIES**



**PRAHRAN COLLEGE OF
ADVANCED EDUCATION**

A GUIDE TO THE
DEPARTMENT OF MUSEUM
STUDIES

by

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PRODUCED BY THE PRINTING DEPARTMENT
PRAHRAN COLLEGE OF ADVANCED EDUCATION

This Guide replaces
Prahran College of Advanced Education.
Diploma in Museum Studies (1979)
which is out of date
and out of print.

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THE PRAHRAN COLLEGE OF ADVANCED EDUCATION

INTRODUCTION

Prahran College of Advanced Education is situated in a busy inner suburb of Melbourne. Not far from the city's main business houses, and well served by public transport, it also enjoys the stimulation of its immediate neighbourhood — a thriving commercial centre, with market, cosmopolitan shops and restaurants, and a population varying greatly in age, race and profession.

AN HISTORICAL SKETCH

Prahran College offers courses at both tertiary level and middle level. Its origins lie in classes conducted from 1864 by the local Mechanics' Institute. A School of Art and Design, established in 1870, was registered in 1909, and for many years after 1915 the Education Department administered a technical school on the High Street site. In 1970 came affiliation with the Victoria Institute of Colleges, and since then much has been done to consolidate programs of study and to develop new course offerings.

The College organizes its academic programs into four Schools — three offering tertiary courses and the other middle level studies (Certificate programs). In addition to its formal courses, Prahran College administers extension programs of interest to the community.

The Department of Museum Studies is one of ten departments within the School of Art and Design, which offers undergraduate Diploma and Degree courses and the Graduate Diploma in Museum Studies.

FACILITIES

Campus facilities available to Museum Studies students include the College Computer Centre, Counselling Services Office, Educational Media Unit, Library, Printery, and the Art and Design Workshop and Gallery.

The College Union building houses the offices of the College and Student Unions, the Cafeteria, Student Employment Service, Student Housing Service, and the Medical Centre. Elsewhere on campus, the College Union runs a Child Care Centre, the Prahran Campus Bookshop (in collaboration with Monash University), and recreational facilities.

Through the Student Union, students gain access to a wide variety of societies and sporting clubs, and receive the monthly College newspaper, *Flash*. Between them, the two Unions offer a wide range of social, cultural and educational activities to enliven lunchtimes and evenings.

There is a branch of the National Bank on campus, and other banks, and the Prahran Post Office are nearby. The College is within easy reach of Melbourne's many public and University museums, and numerous commercial art galleries.

ACCOMMODATION

A variety of accommodation is available in the Prahran-Windsor area.

The College Union leases a large old house, which is rented out to ten students on a room basis. Each room has its own kitchen facilities (fridge, sink, stove), furniture and bed linen, and gas and electricity are included in the rental (which averages \$22:00 per week). Lounge, bathroom and toilet facilities are shared.

Private hostels in the area offer furnished accommodation on a room only basis, usually shared, and usually male or female only. Lounge, cooking, bathroom and laundry facilities are shared. The cost is around \$16:00 - \$19:00 per week.

Full board (a furnished room in a private house, with most meals provided) costs approximately \$40:00 per week, and part board (no meals) around \$30:00 per week. The cost of sharing a furnished house or flat varies between \$20:00 and \$35:00 per week, exclusive of meals.

The Union Housing Officer can assist overseas and interstate students in finding adequate accommodation.

FUTURE DEVELOPMENTS

In 1982 Prahran College of Advanced Education will amalgamate with three teacher training colleges (Burwood, Rusden and Toorak State Colleges), to form a large, new, multi-campus institution to be known as Victoria College.

THE DEPARTMENT OF MUSEUM STUDIES

INTRODUCTION

The Department of Museum Studies is currently situated in leased premises adjacent to the College campus, and was established in 1979 in order to offer a one-year Graduate Diploma in Museum Studies on a full-time basis.

The year 1980 was marked by rapid expansion as the Department moved to its present, roomier, and much better equipped premises; began offering the Diploma to part-time students, already employed in the museum profession; substantially increased the size of its staff and library holdings; streamlined the size and functioning of its Advisory Committee; expanded its course and non-course offerings; and consolidated its links with the museum profession.

FOUNDATION OF THE DEPARTMENT

The Department of Museum Studies owes its origin to the 1971 Conference of the Museums Association of Australia. During that meeting, it was decided that museum studies courses should be available at tertiary institutions in Australia. In 1973 a Joint Consultative Committee, with representatives from the Art Galleries (now Art Museums) Association of Australia and Museums Association of Australia, and under the Chairmanship of a senior staff member from the Prahran College of Advanced Education, was set up to develop this concept. It was finally agreed that two post-graduate one-year Diploma courses should be available, one of them at Prahran.

A Diploma of Museum Studies Advisory Committee was then set up in Melbourne, and its members began working on a submission. This was completed by a Prahran Coordinating Committee, and was forwarded to the Victoria Institute of Colleges in May 1977. Approval for the course was granted in October of that year. Funding was obtained in 1978, and the Department of Museum Studies was started in February 1979 with the appointment of a Foundation Head of Department.

FACILITIES

The Department is situated on the ground floor in the rear section of the World Services Building, at 7 Macquarie Street, Prahran, and contains:

Three offices, for staff
 A Departmental Library
 A Lecture Room
 A Laboratory-Store Room
 A Tea-Seminar Area

Students undertaking the Diploma course have access to a wide range of workshop and graphic design equipment and materials, typewriters, a microfiche reader, audio-visual and photographic equipment, a microscope, and a microcomputer.

DEPARTMENTAL LIBRARY

The Departmental Library contains copies of most of the text books and reference works used in the Diploma course; runs of Annual Reports from museums throughout Australia; and an extensive file of journal articles. These are all available for loan to Diploma students.

There are also numerous exhibition catalogues; a variety of trade catalogues; and a number of museum or museological journals. Files are kept of publicity material and Education Service materials from a number of Australian museums.

Master copies of each student's Diploma Paper (mini-thesis) are kept in the Departmental Office.

STAFF

Currently, the staff complement of the Department is as follows:

Senior Lecturer, and Head of Department

Dr. Wayne Orchiston, B.A.(Hons.), Ph.D. (University of Sydney).

Research Associate

Dr. Colin Hope, B.A.(Hons.) (University of Liverpool), Ph.D. (University College, London).

Lecturers (Part-time)

Ms. Anne Bermingham, B.Sc. (University of Melbourne):
 Special Projects Officer, The Premier's Department.

Mr. Roger Fry, B.A.(Hons.) (University of Melbourne):
 Director, Roger Fry and Company, Melbourne.

Mr. Martin Hallett, B.Agr.Sc., M.Agr.Sc. (University of Melbourne), B.Ed. (University of Sydney): Curator of Rural Science, Science Museum of Victoria.

Mr. Terry Heap, B.Comm. (Hons.) (University of Melbourne):
 Director, ERU Research Services Pty. Ltd., Melbourne.

Mr. Derek Hooper, A.R.M.I.T., F.I.D.I.A.: Director, Derek Hooper and Associates, Melbourne.

Mr. David McCabe, F.R.M.I.T. (Interior Design): Robin Wade Design Associates, London.

Ms. Patricia McDonald, B.Sc., M.Ed. (University of Sydney), M.B.E.: Officer-in-Charge, Education Section, The Australian Museum, Sydney.

Mr. Ron Miller, Dip. Art (Melbourne State College): Head, Education Section, National Museum of Victoria.

Dr. Colin Pearson, B.Sc. (Hons.), M.Sc., Ph.D. (University of Manchester), M.B.E.: Principal Lecturer and Head, Department of Materials Conservation, Canberra College of Advanced Education.

Mr. John Reid, A.R.M.I.T., M.A.C.E., S.A.T.C., T.S.T.S. (Art and Craft), B.A. (University of Alberta), B.F.A., B.Ed. (Hons.) (University of Calgary): Curator, The Gold Museum, Ballarat.

An attempt is made each year to bring at least one Overseas Visiting Lecturer in Museum Studies out to the College.

Courses offered by the Department are also strengthened by the input of a large number of casual lecturers from the museum profession and allied disciplines.

ADVISORY COMMITTEE

The Prahran College of Advanced Education Museum Studies Advisory Committee exists to:

- 1) advise on the syllabi of Departmental courses;
- 2) advise on Departmental facilities and policies;
- 3) advise on staffing requirements;
- 4) advise on admission criteria for the Diploma course, where necessary;
- 5) advise on employment prospects for graduates from the Diploma course; and
- 6) publicize the Graduate Diploma course in museum and academic circles, and in the community generally.

The composition of the Advisory Committee changes annually. Current members are:

Dr. Wayne Orchiston (Chairman)
 Ms. Anne Bermingham
 Mr. Terry Heap
 Mr. Derek Hooper
 Mr. John Reid
 Mr. Eric Rowlison (Ministry for the Arts)
 Dr. Brian Smith (National Museum of Victoria)

Professor Jim Warren (Monash University)

Each year there is also a Student Representative from the Diploma course on the Advisory Committee.

COURSES OFFERED BY THE DEPARTMENT

The Department was established initially to offer a Graduate Diploma in Museum Studies, and this remains the principal focus of the teaching staff. Details of this course appear elsewhere in this Guide (pp. 12-21). In addition, the Department offers a number of non-credit courses for museum professionals and non-professionals, and these are outlined below.

The five specialist "Areas of Study" forming part of the Graduate Diploma course are also offered to non-Diploma students as non-credit courses. They are:

- 1) The Application of Computers in Museums.
- 2) Museums and the Handicapped.
- 3) The Preparation of Museum Publications.
- 4) Publicity and Public Relations — Museum Applications.
- 5) Visitor Research — Its Role, Relevance and Application in Museums.

Each of these courses runs for ten weeks, with 2½ hours of formal coursework per week. The respective syllabi are outlined on page 15, following.

In addition to these specialist courses, the Department runs an introductory museology course, basically for historical museum people, private collectors, staff of regional galleries, those in arts administration, and non-curatorial staff from major museums. Details of this sixth non-credit course offered by the Department are given below:

- 6) Caring for Your Collection: An Introduction to Museology.

Syllabus: Introduction (definitions; history of museums; role and function; the museum movement in Australia); Curating a Collection (acquisitions; accessioning; classification; documentation; cataloguing; storage; environmental control; security); Exhibition and Display (types of exhibitions; planning; labelling; graphics; lighting; construction; publicity; publications; openings; evaluation); Cultural and Educational Activities (cultural programs; educational programs and planning; friends; volunteers); Economics (funding; grant applications); Publicity and Public Relations (the publicity campaign; the message; the audiences; the media); The Successful Small Museum (architecture; facilities for the public; staff; trustees and boards; marketing the museum; insurance).

The course runs in the evening, for ten weeks, with 2½ hours of classes per week.

Further details of these non-credit courses are available from the Department.

PUBLIC LECTURES AND RESEARCH SEMINARS

The Department runs a Research Seminar program featuring local, interstate and overseas speakers, which is open to the museum profession, and from time to time sponsors "Prahran Public Lectures in Archaeology and Museum Studies".

PUBLICATIONS

In 1982 it is hoped to launch Prahran Publications in Museum Studies, an irregular monograph series featuring original research and review papers by staff, students, and others in the museum profession and allied disciplines.

THE DEPARTMENT AND THE MUSEUM PROFESSION

The Department maintains close links with museums throughout Australia, but particularly those in Victoria, and is in regular contact with the Australian Gallery Directors Council, The International Cultural Corporation of Australia, the Australian Historical and Tourist Parks Association, the Department of Home Affairs (Canberra), the Council of Australian Museum Directors, and the (Victorian) Ministry for the Arts.

Contacts are also maintained with the Art Museums Association of Australia, the International Council of Museums (Australia), the Museums Association of Australia, and the Museum Education Association of Australia.

THE GRADUATE DIPLOMA IN MUSEUM STUDIES

INTRODUCTION

Prahran's Graduate Diploma in Museum Studies is available to part-time or full-time students, and although considered relevant training for all kinds of museums found in Australia, it is of greatest value for those employed in or contemplating employment in art museums, history museums, open air historical parks, science and technology museums, natural history museums, or such organizations as the Australian Gallery Directors Council or the International Cultural Corporation of Australia.

The course is devoted almost entirely to museology and museography, and as such is seen merely as a supplement to the specialist academic skills and training — of relevance to museum employment — already obtained by students.

Students are introduced to the syllabus through an intensive program of lectures, tutorials, seminars, practical projects, and museum visits, and in addition participate in two periods of placement in museums and work on a major research project (for a mini-thesis known as the "Diploma Paper"). The course provides a careful balance between theory and practice. Assessment is frequent and on-going, and does not involve any major end-of-year examination.

Stringent quotas restrict the number of full-time and part-time students accepted into the course each year.

AIMS OF THE COURSE

The specific aims of the course, as stated in the 1977 submission to the Victoria Institute of Colleges, are:

- 1) To clarify and present to students the theory and practice necessary for the effective management of a museum.
- 2) To teach the students how to curate a museum collection.
- 3) To teach the students how to identify, document, and research artifacts, objects and specimens.
- 4) To equip students with knowledge of the social and educative role that museum personnel play in the community.
- 5) To encourage students to carry out research programs of cultural or scientific value in specialist areas, in order to contribute to the

accumulation of knowledge for continuing educative purposes.

- 6) To provide students with the skill and knowledge of how to communicate information effectively to the public and establish the museum as an organic, viable and important part of the community.
- 7) To point out the need for flexibility, imagination and professionalism in areas of museum responsibility, and an historical and cultural understanding of the Australian and International context in which the museum official operates.
- 8) To provide students, at the successful completion of the course, with a qualification which will assist their professional advancement in the profession, and be recognized locally by state public service boards, and internationally, as a suitable qualification for employment outside of Australia.

Most graduates from the course can expect to gain employment as Curators, Assistant Curators, Education Officers, Exhibitions Officers, or Publicity and Publications Officers, depending upon the nature and standard of their prior academic training and job experience.

DURATION OF THE COURSE

The Graduate Diploma in Museum Studies course occupies one year of full-time or two years of part-time study. The course commences in mid-February each year, and runs, almost without a break, through to the end of November.

After an introductory and orientation period in February, in which all students participate, the full-time students undertake an initial placement period. Then follow 25 to 26 weeks of coursework, which are generally punctuated by conferences and several museum excursions. A three week "research break" precedes the submission of the Diploma Paper in October, and after a further short break each full-time student completes the course by spending the last five weeks of the academic year gaining work experience in a museum. This constitutes the second placement period.

Part-time students are exempt from the first placement period, but participate in a revised version of the second. They may submit their Diploma Paper at any time up until October in the second year of their enrolment.

COURSEWORK OUTLINE

The course is composed of compulsory "core areas" of study

and optional "specialist areas".

There are seven core areas, all of which are assessable. These are:

1) Introduction to Museums and Museum Studies

Defining a "museum"; types of museums; the role and function of museums in society; national and international museum movements; defining "museology" and "museography"; museum studies courses; museum studies resources; history of museums.

2) Staffing, Organizing and Housing the Museum

Museum staffing requirements; training of staff; the role and function of trustees; internal organization of the museum; facilities for the public; museum architecture; security systems; emergency procedures.

3) Curating a Collection

Defining "curation" and a "collection"; acquisition policy and methods; acquisition ethics; accessioning; classification; cataloguing; authentication; documentation; storage; environmental control and conservation.

4) Exhibition and Display

Defining "exhibition" and "display"; display aims and planning; types of exhibitions; exhibition "furniture"; layout; colour; labelling; graphics; lighting; audio-visuals; publicity; catalogues; openings.

5) The Museum as a Cultural, Educational and Research Centre

Museum cultural activities; neighbourhood museums; museum educational activities; research activities in museums; visitor surveys; museum societies, and the role of volunteers.

6) Museum Economics and Management

Introduction to organization and management; basic finance and accounting; marketing principles; insurance and the museum; legal aspects of museums; personnel management.

7) Museums of Australia

The history of museums in Australia; types of museums in Australia; the "Markham Report"; the "Piggot Report"; detailed studies of selected Australian museums; recent developments in the museum profession in Australia.

During years in which Overseas Visiting Lecturers are brought to the College, an eighth compulsory core area is offered. This is titled "Museums of the World: A Case Study", and is not subject to assessment. Through such case studies, students

have an opportunity to elaborate on those areas of the Diploma course that are of particular interest to them.

In addition to these compulsory core areas, the Department offers the following specialist areas, not all of which may be available in any one year:

1) The Application of Computers in Museums

Defining a "computer"; computers and curatorial departments; computers and the museum library; computers and museum publications; computers and the museum administration; computers and museum education; computers in Australian museums.

2) Museums and the Handicapped

Defining the "handicapped"; specific staffing requirements; critical aspects of architecture; special displays, educational programs and cultural activities for the handicapped; museums and the handicapped in Australia.

3) The Preparation of Museum Publications

Introduction to printing and publishing methods; communication theory; writing copy for museum displays; writing copy for museum publications; types of museum publications; basic art and design; processing for print.

4) Publicity and Public Relations — Museum Applications

Defining "publicity" and "public relations"; the message; the tools; "selling" your museum; use of the press; use of the electronic media.

5) Visitor Research — Its Role, Relevance and Application in Museums

Defining "visitor research"; types of research techniques; the visitor survey; other basic information techniques; specific purpose techniques; the application of visitor research in Australian museums.

These are five important areas in which many Australian museums lack staff with adequate training and expertise. Diploma students must elect to undertake at least two of these for assessment.

MUSEUM PLACEMENT

For full-time students there are two periods of placement in museums during the year. The first, near the beginning of the course, is of two week's duration, and is aimed at providing students with an introduction to the actual operation of a

museum. Normally, only major Victorian museums become involved in this "Initial Placement", and each student spends his or her time at just the one institution.

The second placement period is of five week's duration, and takes place at the end of the course, when the students are virtually qualified for employment in the profession. Students are free to select the museum of their choice, and their placement department within this museum. This second period of "Specialist Placement" provides each student with intensive "fine-tuning", under the guidance of a recognised expert in the museum profession. Museums and museum organizations throughout Australia participate in this second placement period, and most provide some sort of financial assistance for students.

Part-time students are obliged to undertake a single period of placement at some time during their two year's enrolment in the course. This is of three week's duration, and must be in an institution other than the one in which they are regularly employed. No financial assistance is offered by the host institution in this instance.

THE DIPLOMA PAPER

The Diploma Paper comprises a mini-thesis, ideally of 7,500 to 15,000 words, representing the results of an ongoing research project carried out in the case of full-time students over a period of six or seven months. Part-time students, if they wish, are able to work intermittently on their Diploma Papers over almost the entire 22 months of their enrolment.

Projects undertaken for the Diploma Paper must be museological and/or museographical in nature, and each student works under the guidance of a local supervisor. Occasionally, particularly complex topics require the appointment of two or more supervisors. Students also have access to a number of local and interstate specialist consultants. Each student is issued with a document titled *Diploma Paper Guidelines* at the commencement of the course.

The deadline for submission of Diploma Papers each year is the end of the second week in October. There are two examiners for each Diploma Paper, one from Victoria and the other from interstate (or occasionally from overseas).

Each Diploma Paper topic must be approved by the Museum Studies Advisory Committee, and a sub-committee of this body is responsible for selecting all supervisors and examiners.

Students are encouraged to publish their Diploma Papers, as either monographs or research papers, after their successful completion of the course.

ASSESSMENT

Assessment is based upon numerous tests, essays, reports, and book reviews pertaining to the coursework (these are collectively worth 80% of the final mark), and the Diploma Paper (the remaining 20%).

The various areas of study contribute to the 80% component in the following way:

Group	Areas of Study	% Total Diploma Marks
1	Introduction to Museums ... PLUS Museums of Australia	9
2	Staffing ... PLUS Museum Economics and Management	11
3	Curating a Collection	14
4	The Museum as a Cultural ... Centre	14
5	Exhibition and Display	14
6	The two Specializations	18

In order to be eligible for the Graduate Diploma in Museum Studies qualification, each student is required to:

- 1) Gain a Pass grade or better for Group 2;
- 2) Gain a Pass grade or better for at least four of the five remaining Groups.
- 3) Obtain a Pass grade or better for the Diploma Paper; and
- 4) Attend at least 80% of all formal coursework (including museum visits and practical sessions).

The Diploma is awarded at the HIGH DISTINCTION, DISTINCTION, CREDIT, or PASS level, with the following percentages relating to each of these grades:

High Distinction	Greater than 84%
Distinction	75 - 84%
Credit	65 - 74%
Pass	50 - 64%

An aggregate mark of less than 50% for the whole course attracts a FAIL grade.

At the end of their first year, those part-time students who have successfully completed the course are awarded a

Provisional Pass grade, in order to proceed to the second year.

COURSE TEXTS AND REFERENCE MATERIAL

Students undertaking the Diploma course are supplied with detailed reference lists for each Area of Study, and make extensive use of journal articles, Museums Association Information Sheets, Technical Leaflets of the American Association for State and Local History, and numerous books and monographs.

Basic text books and reference works for the different Areas of Study are listed below, and are preceded by three "general" works. The latter provide a good introduction to museum studies, and all students should endeavour to read at least one prior to commencing the course.

General Works

- Burcaw, G.E., 1975. *Introduction to Museum Work*. Nashville American Association for State and Local History (AASLH).
- Hudson, K., 1977. *Museums for the 1980s — A Survey of World Trends*. London, Macmillan.
- UNESCO, 1978. *The Organization of Museums. Practical Advice*. Paris, UNESCO.

Introduction to Museums and Museum Studies

- Alexander, E.P., 1979. *Museums in Motion. An Introduction to the History and Functions of Museums*. Nashville, AASLH.
- Burcaw, G.E., 1975. *Introduction to Museum Work*. Nashville, AASLH.
- Lee, S.E. (ed.), 1975. *On Understanding Art Museums*. Englewood Cliffs, Prentice-Hall.

Staffing, Organizing and Housing the Museum

- Lehmbruck, M., 1974. *Museum Architecture*. Special issue of *Museum* (Volume 36, Numbers 3/4).
- Mason, D.L., 1979. *The Fine Art of Art Security. Protecting Public and Private Collections Against Theft, Fire and Vandalism*. New York, Van Nostrand Reinhold.
- Naumer, H.J., 1977. *Of Mutual Respect and Other Things. An Essay on Museum Trusteeship*. Washington, American Association of Museums (AAM).
- UNESCO, 1975. *Training for the Museum Professional*. Canberra, Australian Government Publishing Service.
- Upton, M.S., and Pearson, C., 1978. *Disaster Planning and Emergency Treatments in Museums, Art Galleries, Libraries, Archives and Allied Institutions*. Canberra, The Institute for the Conservation of Cultural Material.

Curating a Collection

Dudley, D.H., and Wilkinson, I.B. (eds.), 1979. *Museum Registration Methods*. Washington, AAM (Third Edition).

Lewis, R.H., 1976. *Manual for Museums*. Washington, National Park Service.

Western Australian Museum, 1981. *Conservation and Restoration for Small Museums*. Perth, Western Australian Museum (Second Edition).

Exhibition and Display

Bedekar, V.H., 1978. *So You Want Good Museum Exhibitions*. Baroda, University of Baroda.

Neal, A., 1978. *Exhibits for the Small Museum. A Handbook*. Nashville, AASLH.

Witteborg, L.P., 1981. *Good Show! A Practical Guide for Temporary Exhibitions*. Washington, Smithsonian Institution.

The Museum as a Cultural, Educational and Research Centre

Fairley, J.A., 1977. *History Teaching Through Museums*. London, Longman.

Royal Ontario Museum, 1979. *Hands On. Setting Up a Discovery Room in Your Museum or School*. Toronto, Royal Ontario Museum.

Hall, C., 1981. *Grandma's Attic or Aladdin's Cave. Museum Education Services for Children*. Wellington, New Zealand Council for Educational Research.

Museum Economics and Management

Danilov, V.J. (ed.), 1976. *Museum Accounting Guidelines*. Washington, Association of Science-Technology Centers.

Miller, R.L., 1980. *Personnel Policies for Museums. A Handbook for Management*. Washington, AAM.

Museums of Australia

Committee of Enquiry, 1975. *Museums in Australia 1975*. Canberra, Commonwealth Government Publishing Service.

The Application of Computers in Museums

Special issue of *Museum* (Volume 30, Numbers 3/4, 1978).

Special issue of *Museum News* (Volume 51, Number 8, 1973).

Museums and the Handicapped

Association of Science-Technology Centers, 1980. *Access to Cultural Opportunities. Museums and the Handicapped*. Washington, Association of Science-Technology Centers.

Special issue of *Museum* (Volume 33, 1981).

The Preparation of Museum Publications

Associated Pulp and Paper Mills, 1975. *Pocket Pal....*

Melbourne, Associated Pulp and Paper Mills (Second Edition).

Van Uchelen, R., 1976. *Paste-up. Production Techniques and New Applications*. New York, Van Nostrand Reinhold Company.

Publicity and Public Relations — Museum Applications

Anderson, J., and Sperberg, D., 1979. *Public Media Manual for Museums*. Austin, Texas Association of Museums.

Mathews, I., 1981. *How To Use the Media in Australia*. Melbourne, Fontana Books.

Visitor Research — Its Role, Relevance and Application in Museums

Borun, M., 1978. *Measuring the Immeasurable. A Pilot Study of Museum Effectiveness*. Washington, The Association of Science-Technology Centers (Second Edition).

Weiss, C.H., 1972. *Evaluation Research. Methods of Assessing Program Effectiveness*. Englewood Cliffs, Prentice-Hall.

Most of these titles are available in the College and/or Departmental Library, and the majority are on sale in the Prahran Campus Bookshop.

ENTRY REQUIREMENTS

Students wishing to undertake the Diploma course on a full-time basis should already possess tertiary qualifications of direct relevance to the museum profession. The minimum standard required is an undergraduate degree or diploma, but this does not guarantee a candidate admission to the course. Preference will normally be given to those who have already gained some museum experience, or possess post-graduate degrees and/or diplomas. Applications from overseas students are particularly welcomed, but evidence of proficiency in English is required where this is not the native language.

Those wishing to enrol as part-time students must already be employed in the museum profession* on a full-time basis. Staff members who lack formal academic qualifications but have been

* The term "museum" is used here, as defined by the International Council of Museums, to include not only the "traditional" museums, but also conservation institutes and exhibition galleries permanently maintained by libraries and archive centres; botanical gardens; zoos; aquaria; nature reserves and national parks; archaeological and anthropological reserves; science centres; and planetariums.

Staff from any of these institutions are eligible to apply for part-time enrolment in the Prahran course.

employed in their institutions for more than three consecutive years and can demonstrate a degree of museological and museographical competence may be accepted into the Diploma course at the discretion of the Advisory Committee.

ENROLMENT

Application for Enrolment Forms are available from the Office of the School of Art and Design, and must be submitted by 1 December each year. Where possible, applicants who are short-listed will be interviewed in mid-December, and those who gain a place will be notified by the end of December.

Enrolment for the course takes place in mid-February. Full-time students enrol in AD970 Museum Studies (F/T), and part-time students in AD971 Museum Studies (P/T) in their first year and AD972 Museum Studies (P/T) in their second year.

No more than twelve full-time and six part-time students are accepted into the course in any one year.

FEEES

Diploma students have been exempted from payment of tuition fees but they must still pay Student Union, College Union, and certain other statutory fees at the time of enrolment. In 1981 these totalled \$40 for part-time students and \$80 for full-time students; fees are currently under review.

Most students undertaking the Diploma course are eligible for an allowance under the Tertiary Education Assistance Scheme. Enquiries should be directed to the Commonwealth Department of Education, 450 St. Kilda Road, Melbourne, Victoria 3004.

Successful overseas applicants are reminded that in addition to the above College fee, they are also obliged to pay a tuition fee of \$A1,500 to the Commonwealth Government.

FURTHER INFORMATION

For further information about the Department of Museum Studies and its courses contact Dr. Orchiston on 51 0381, Extention 337 (business hours), or write to:

The Department of Museum Studies,
Prahran College of Advanced Education,
142 High Street,
Prahran,
Victoria 3181,
Australia.

Further details relating to the College are contained in the current College *Handbook*, which is held in most tertiary institution libraries.

VICTORIA COLLEGE
DEPARTMENT OF MUSEUM STUDIES

ADDITIONAL INFORMATION FOR OVERSEAS APPLICANTS

1) PROFICIENCY IN ENGLISH

Since the entire Museum Studies course is presented in English, it is essential that candidates from countries where English is not the mother tongue have an adequate grasp of this language.

Some candidates may be required to pass a test of English proficiency administered by the Australian diplomatic post in their home country.

2) SCHOLARSHIPS; FUNDING

Although Victoria College does not have scholarships or studentships for overseas (or for that matter Australian) students, applicants from some countries may be eligible to apply for awards through the Commonwealth Scholarship or Colombo Plan schemes.

Candidates should approach the nearest Australian diplomatic post to establish the range of awards available. It is essential that prospective candidates allow a long lead-in time when investigating funding possibilities.

3) POST-GRADUATE STUDY FEES

Students from most overseas countries wishing to undertake post-graduate study in Australia are required to pay the Australian Government a fee, which is currently set at \$A1700 for a Graduate Diploma and \$A2500 for a Masters degree.

Candidates should approach their nearest Australian diplomatic post to find out whether a fee applies to their particular country.

These fees are waived for those who obtain Commonwealth Scholarships or Colombo Plan awards.

4) VISA APPLICATIONS

Most students from overseas countries will be required to obtain a Student's Visa before coming to Australia. In some countries this may take a long time to obtain, so abundant lead-in time is essential. Candidates should approach their nearest Australian diplomatic post to obtain details of visa requirements.

5) LIVING COSTS IN MELBOURNE, AUSTRALIA

In order to live carefully, but above the poverty line, candidates will require about \$A75 per week for food and accommodation and other incidental expenses.

Because the Museum Studies course is so time-demanding, it is not possible for students to undertake part-time employment during the course and still complete the course at an advanced level.

Candidates wishing to apply for entry to the course must therefore be able to give an undertaking that they will have sufficient financial means. Additional funds are required for specific course expenses, mentioned below.

6) COURSE COSTS

Candidates should also allow for the following expenditure:

- 6.1 College fees (currently about \$A85)
- 6.2 Costs of fieldtrips on weekends and week days — shared petrol, and sometimes overnight accommodation.
- 6.3 Many trips to museums in and near Melbourne (mainly tram or train fares; occasionally shared petrol).
- 6.4 The cost of a 1½ week visit to Canberra — shared petrol; accommodation; meals.
- 6.5 The Diploma Paper (mini-thesis) — ?typing; photocopying.

7) ACCOMMODATION ARRANGEMENTS

Because accommodation is in great demand in the Prahran area, where the Department is situated, candidates should approach the Victoria College (Prahran Campus) Housing Officer by letter, as early as possible to obtain help. The types of housing available are listed on p. 6 in the Departmental Guide, and candidates should provide as much information as possible about their preferences and means when they write.

8) EXTENDED APPLICATION DEADLINE FOR OVERSEAS CANDIDATES

Overseas candidates wishing to undertake the Graduate Diploma in Museum Studies should submit their Application Forms by 1 January. The course commences in mid-February.

Dr. Wayne Orchiston,
Head of Department.

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