

Creative industries



Design

Consider a career in designing spaces, whether that involves creating ideal environments in which to live or work, or developing inviting retail spaces. Interesting and rewarding careers await you if you have a creative flair for working with spaces, objects, colours, and environments.

Contact us for more detailed course information, career opportunities, subject information, and entry requirements.

Phone 02 6055 6660 | **Email** creativeindustries@wodongatafe.edu.au | **Web** www.wodongatafe.edu.au

Course code	Course title	Info session	How to apply		Duration	Mode				
			VTAC	Direct		Apprenticeship	Traineeship	Full-time	Part-time	Distance education
CUV30303	Certificate III in Design Fundamentals	•		•	1 year			•		
					2 years				•	
LMF40408	Certificate IV in Interior Decoration	•	•	•	1 year			•		
					2-3 years				•	
LMF50408	Diploma of Interior Design and Decoration	•	•	•	1 year			•		
					2 years				•	
SIR50207	Diploma of Visual Merchandising	•	•	•	2 years			•		
					3-5 years				•	

Certificate III in Design Fundamentals CUV30303

This is a creative and exciting course if you want a career in design. It gives you the foundation on which to build further study in your chosen area of design, for example, interior decoration and design, visual merchandising, building design, or graphic design, or to add design components to your arts background.

Certificate IV in Interior Decoration LMF40408

You develop the knowledge and skills required to work as an interior decorator or a colour consultant, or to assist an interior designer.



Marshall Jones is a student of design fundamentals at Wodonga TAFE

'Out of high school, I wanted a gap year, but I didn't want to be completely detached from study', says 19-year old Marshall Jones. 'I also had to make sure that the course I was going to do at uni was really what I wanted.'

For Marshall, Wodonga TAFE offered a freedom that university couldn't provide. He wasn't locked into his first choice, and he was able to make his studies fit around his life. 'Studying design fundamentals at Wodonga TAFE helped me succeed, and forced me to ask questions which helped me in the long run. Plus, the teachers were great!'

Now at Canberra University continuing his design studies, Marshall credits his time at Wodonga TAFE as a vital introduction to the tertiary environment. 'Going from a TAFE course to uni has been full on, but without going to Wodonga TAFE for that year, I would have found it so much harder', he says. 'TAFE gave me the fundamentals I needed to succeed at uni, and an idea of how uni operates.'





Amy Spasojevic is a student of visual merchandising at Wodonga TAFE

Amy Spasojevic grew up in Albury. Like many 24-year-olds, she loved fashion and dreamed of working in the industry, but wondered how she would get there.

After all, Albury may be the fashion capital of the Riverina region, but it's not Paris or Rome!

Her answer was the visual merchandising course at Wodonga TAFE.

'At Wodonga TAFE, I found the confidence to make contacts, source products, and be creative', says Amy.

'Wodonga TAFE helped me develop the ability to communicate with professionals in the industry. I learned valuable problem-solving and time-management skills.'

Amy worked hard, and it paid off. After graduating, she found herself working in Melbourne as a visual merchandiser for Guess.

'I love the adrenaline I get from work', she says.

'Every day is different. It can change at any second, from a quick dash to another store to an interstate trip with no notice.'

Amy manages 15 stores, and it's a tough job. You need a big skills set, but Wodonga TAFE helped give Amy the confidence and know-how to succeed.

'You find yourself in demanding, high-pressure situations', she says. 'You need quick-thinking and problem-solving skills.'

Her advice to prospective students is simply to 'stick it out'.

'If you have drive and passion, you can go very far in this industry.'

Diploma of Interior Design and Decoration LMF50408

This course is for you if you enjoy working with people and want a creative career in a growing field. The skills and knowledge you obtain may lead you into a variety of fields including working as a decorator or colour consultant in commercial, residential, or retail environments, as an interior design consultant in your own business, or as part of a team in an architectural practice.

Diploma of Visual Merchandising SIR50207

As a visual merchandiser, you may work in the event, exhibition, or retail industries to present and maintain an organisation's image, service, and merchandise to its clients and customers. This course may lead you to career paths in event organisation, exhibition design, or retail visual merchandising.



Digital media

If you have a good eye for detail and can work to deadlines, here is the opportunity to design your career in digital media. The rapidly-developing areas of digital media are opening new worlds of employment.

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Course code	Course title	Info session	How to apply		Duration	Mode				
			VTAC	Direct		Apprenticeship	Traineeship	Full-time	Part-time	Distance education
CUF30107	Certificate III in Media	•		•	1 year			•	•	
CUF40207	Certificate IV in Interactive Digital Media	•	•	•	1 year			•	•	
CUF50207	Diploma of Interactive Digital Media	•	•	•	1 year			•	•	

Certificate III in Media CUF30107

Successful completion of this course means that you will be able to work as a camera assistant, a production assistant, or an interactive media author assistant. Specialise in your area of most interest by undertaking further studies in, for example, the Certificate IV in Screen and Media, the Certificate IV in Sound Production, the Certificate IV in Interactive Digital Media, or the Certificate IV in Photoimaging. Some of the units from the certificate III may be credited towards these courses.

Certificate IV in Interactive Digital Media CUF40207

Employment opportunities include working as an animator, an interactive media author, a media asset producer, or a web designer.

Diploma of Interactive Digital Media CUF50207

Develop the skills and knowledge you need to work in a variety of roles including as an animation/visual effects designer, an information architect, an instructional designer, an interactive media developer, or an interface designer.

Digital media jobs

When it comes to careers in digital media, there are exciting jobs that simply didn't exist two decades, or even two years ago.

Just think, 15 years back we were trawling through encyclopaedias. Now we 'google'. Once upon a time, we relied on making calls on landline phones. Now, we have mobile phones which not only make calls, but send text messages, connect to the internet, take photos and make videos, play music, and have an inbuilt GPS. PacMan has been replaced by Second Life and the media has gone online, global, and 24/7.

The digital revolution has changed the way we work, play, learn, and communicate, and it's also created a great array of digital media careers for people whose skills range from the technical to the artistic, and in the areas of business to science and education. The digital media industry is booming as people's appetite for technology grows. With some passion and imagination, you can be behind the technology that will shape our lives over the next 15 years.

However, all this technology is not just coming out of America. Business is booming right here in Australia too.

The industry's main support organisation, the Australian Interactive Media Industry Association (AIMIA), produced a report in 2005 saying that the industry employs 289,000 people Australia-wide, with an output of \$18 billion.

The internet is naturally generating a lot of jobs in digital media. From big business to small business, from government to not-for-profit organisations, everyone is using the internet and there is plenty of work going on behind the scenes to keep us all digitally connected.

Source Isbister, H 2011, accessed at <http://www.careerfaqs.com.au/employment-news/1267/Digital-media-jobs>



Graphic arts

Give yourself the best start and boost your design skills in graphic design and multimedia. Learn how to create and produce exciting design and image concepts to communicate ideas and messages.

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Course code	Course title	Info session	How to apply		Duration	Mode				
			VTAC	Direct		Apprenticeship	Traineeship	Full-time	Part-time	Distance education
ICP30110	Certificate III in Printing and Graphic Arts (Graphic Design Production)	•		•	1 year			•	•	
ICP40210	Certificate IV in Printing and Graphic Arts (Multimedia)	•		•	1 year			•	•	

Certificate III in Printing and Graphic Arts (Graphic Design Production) ICP30110

This course enables you to launch your career in the graphic design or printing industry! You develop the foundation skills you need to work as an assistant or a junior graphic designer. It can also lead to related industries such as printing, interactive media design, or sign writing.

Certificate IV in Printing and Graphic Arts (Multimedia) ICP40210

ICP40210

This course gives you the skills you need to work as a designer. It can also lead to related industries such as printing, interactive media design, or sign writing.



Industry overview

'I have always been a creative and visual person, so the printing and graphic arts industry was perfect for me', says Nicole Phillips of Hue Graphics in Albury.

It's an industry that is always changing, always evolving.

'The most important thing for prospective graphic artists and printers to know is that this is an industry that is forever changing', says Nicole. 'New opportunities and challenges are always surfacing.'

'You have to keep up to date, and be willing to learn new skills', she says. 'You have to seek feedback and constructive criticism, while embracing change and innovation.'

While much of the graphic industry has moved online since the mid-90s, Nicole says offline work continues to make up a big part of her business.

'Print media is far from dead', she says.

She designs everything from corporate logos to brochures, business cards to annual reports, and product packaging to magazine layouts.

'It's the kind of job that throws a different challenge at you each day. I've made a career out of something that I enjoy', she says. 'It's so rewarding to see my designs printed and used.'

Doing what you love is the easy part. So, what's tough about the industry?

'The biggest challenge is creating awareness of my work among potential clients and business owners', says Nicole.

'You have to stress the importance to them of a strong corporate identity, supported by high-end design and print quality.'

'Those challenges only drive me to work harder, and it's even more rewarding when you overcome them!'

Photography

Develop those camera skills and turn your passion into a career. You will find employment opportunities in a range of different areas, including starting your own business. The technology is moving quickly, so gain your qualifications and stay up to date with the latest digital technology.

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			VTAC	Direct		Apprenticeship	Traineeship	Full-time	Part-time	Distance education
CUV40403	Certificate IV in Photoimaging	•	•	•	1 year			•	•	
CUV50407	Diploma of Photoimaging	•	•	•	1 year			•	•	

Certificate IV in Photoimaging CUV40403

This course provides you with the skills you need to work as a photoimaging assistant in a specialised photographic studio, a large organisation such as a graphic design company, or a digital photoimaging workplace.

Diploma of Photoimaging CUV50407

This course prepares you for a career as a photographer across a range of industry contexts including commercial, domestic portrait, media, wedding, illustrative, and institutional photography.



Jorja Duncan is a student of photoimaging at Wodonga TAFE

Like many of her friends, Jorja Duncan finished high school not knowing what she wanted to do. 'During my schooling, I found it very difficult to decide what I wanted to be or what job I wanted to do for the rest of my life. I had no idea! I decided to defer and work for a year to give me some time to decide what I really wanted to do', she says.

That year paid off. 'I was offered an amazing opportunity to work at and be trained by Pixifoto. I'd only done photography in year 9, but within three months I was taking portraits. I knew right away it was a field I wanted to stay in.'

Jorja then signed up for the Diploma of Photoimaging at Wodonga TAFE. She's been relieved to find that her studies fit in around her full-time job. She is now working at Aljoy Photograpgy. 'Wodonga TAFE has been extremely supportive when it comes to work and is always willing to work around anything that pops up', she says. 'I have fantastic teachers, and I've learned so much in this course.'

She can't wait to graduate and continue working in the photographic industry. 'I love photography. The benefits of the job are amazing. You make someone happy every day.'



Career overview

If you love taking photos, you are not alone. Sure, there are ways to make money from this career, but just what types of photography are popular and give you the work on a regular basis?

While some people are happy to work for small or large businesses, others are happier freelancing or setting up their own businesses. Whatever the choice you make, there are different fields that are available to work and in which to specialise.

Here are some examples of different types of photography available to you.

Photo journalist – You will typically work for companies that deal with newspapers, magazines, or books. There is also the chance to be able to freelance to these companies. They will expect you to take photos of news events, current issues, or general articles. This can be quite interesting as you are not taking the same types of photos each day.

Studio photography – Working in a studio, you will be taking photos of people every day. This is the most traditional form of a photography career. We have, from time to time, all been to a photographer for the traditional family portrait! Your people skills for this line of photography will need to be exceptional.

Event photography – You take photos of special events from weddings to sporting events. Although weddings will not happen on a weekly basis, sporting events such as football, equestrian, tennis, or basketball are often run weekly or seasonally. For this, your preparations are the key to have a shoot run smoothly. You will take into account the weather, the type of light you have, where the sun is sitting, and the time required for the shoot.

Food photographer – Take photos of food for magazines or books, menus, or other settings. You will place the food in a range of different settings, either indoors or outdoors using lighting where necessary.

Paparazzi – This is probably the hardest line of photography anywhere in the world. You need to take those shots of stars and celebrities that nobody else can, to make a serious amount of money. You also need to follow these people each day, know where to find such people, and be willing to travel most of the time. The work will not be consistent so you may have to use other, more traditional, forms of photography to earn an income in down times when you are finding it a little hard to take that one great photo.

Source www.careernav.com.au/real-life/top-fives/career-advice-photography-careers



Screen, media and, sound production

Learn to be a television presenter, radio announcer, or sound engineer in a real-world environment, with our studios and on-campus radio station 87-8WTFM. You will have the opportunity to regularly practise your media skills in on-air presenting, program planning and producing, writing, researching, interviewing, recording, and editing.

You learn from experienced media professionals, giving you the edge you need for the media industry.

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CUF40107	Certificate IV in Screen and Media	•	•	•	6 months			•	•	
CUS40209	Certificate IV in Sound Production	•	•	•	12 months			•	•	
CUF50107	Diploma of Screen and Media	•	•	•	6 months			•		

Certificate IV in Screen and Media CUF40107

This course provides you with the skills you need to enter the radio and television industries as a presenter, producer, panel operator, researcher, or writer.

Certificate IV in Sound Production CUS40209

This course prepares you for a career as a sound mixer/technician or sound recordist/engineer in the music and associated performance and media industries.

Diploma of Screen and Media CUF50107

This course focuses on the technical and managerial aspects of radio producing and/or presenting.



Tune into a career in commercial radio

The commercial radio industry offers exciting career opportunities for people who are genuinely interested in, and passionate about, commercial radio. As well as high-profile, on-air roles, radio offers dynamic and creative careers in programming, engineering, sales and marketing, promotions, and administration.

Generally, commercial radio stations look for staff who have relevant experience and qualifications. However, it can sometimes be difficult to gain experience in commercial radio. Metropolitan stations are inundated with requests for employment so the best chance for starting out in commercial radio lies with smaller regional radio stations. Many top performers in commercial radio began their careers in regional stations where the breadth of experience in all aspects of how a commercial radio station operates can be gained. Regional stations are an excellent place to gain exposure to a variety of areas of broadcasting.

Formal qualifications in radio undoubtedly provide an advantage when you are starting or progressing a career in radio. There are a number of very reputable courses supported by the commercial radio industry. These courses provide an excellent grounding in the way commercial radio works, and provide specialist knowledge and skills in key areas.

Currently, there is high demand in commercial radio for experienced sales professionals as well as engineering/technical specialists who have some broadcasting experience or qualifications.

Source www.commercialradio.com.au/index.cfm?page_id=1008



Visual arts

If you are committed to your creativity, and are prepared to put in the hard work, then the visual arts industry is for you. Learn how to channel your creativity into your artwork and create inspiring designs using a range of materials. A qualification in visual arts may start you along your career path as an artist or simply fulfil your ambition to express your creativity and explore different art media.

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Course code	Course title	Info session	How to apply		Duration	Mode				
			VTAC	Direct		Apprenticeship	Traineeship	Full-time	Part-time	Distance education
CUV10103	Certificate I in Visual Arts and Contemporary Craft	•		•	1 year		•		•	
CUV20103	Certificate II in Visual Arts and Contemporary Craft	•		•	6 months			•		
					12 months				•	
CUV30103	Certificate III in Visual Arts and Contemporary Craft	•		•	6 months			•		
					12 months				•	
CUV40103	Certificate IV in Visual Arts and Contemporary Craft	•		•	6 months			•		
					12 months				•	

Certificate I in Visual Arts and Contemporary Craft CUV10103

This course offers creative people the opportunity to come together on a regular basis with a highly-renowned teacher, to learn or further develop their painting and drawing skills using a variety of media and techniques.

Certificate II in Visual Arts and Contemporary Craft CUV20103

This course provides pathways to further study, for example, the Certificate III in Visual Arts and Contemporary Craft and then the Certificate IV in Visual Arts and Contemporary Craft. It may also provide you with a pathway to employment as a practising artist or an arts administrator, or to study at diploma level.

Certificate III in Visual Arts and Contemporary Craft CUV30103

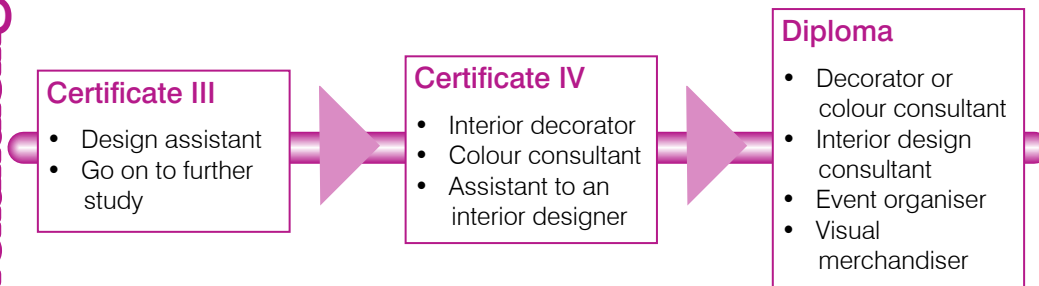
Certificate IV in Visual Arts and Contemporary Craft CUV40103

These courses provide you with a pathway to employment as a practising artist or an arts administrator or to further study at diploma level. You develop creative skills and expertise in contemporary visual art practice.

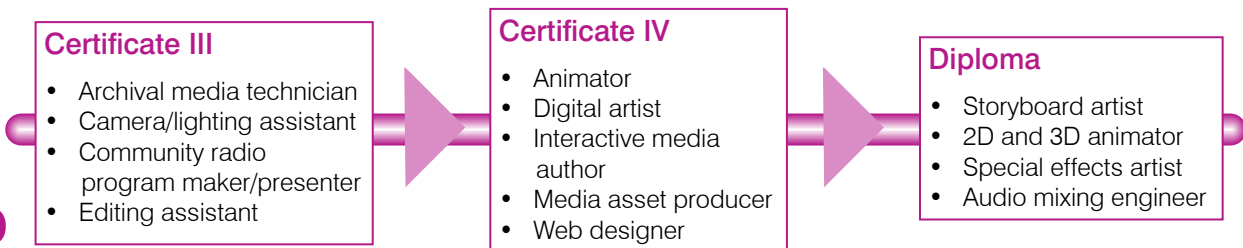


career maps

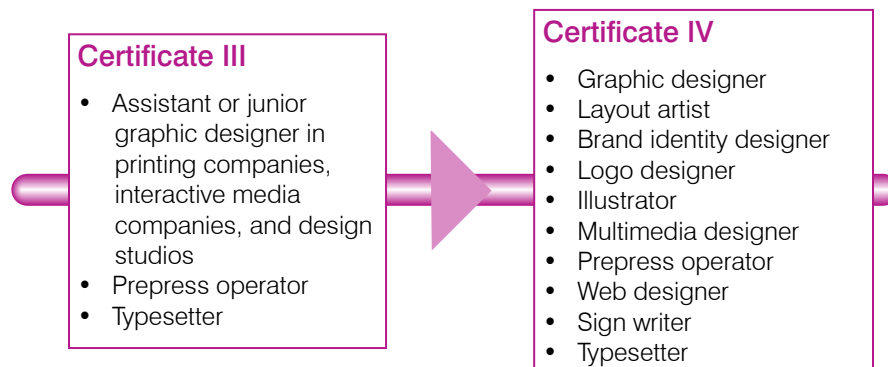
Design and visual merchandising



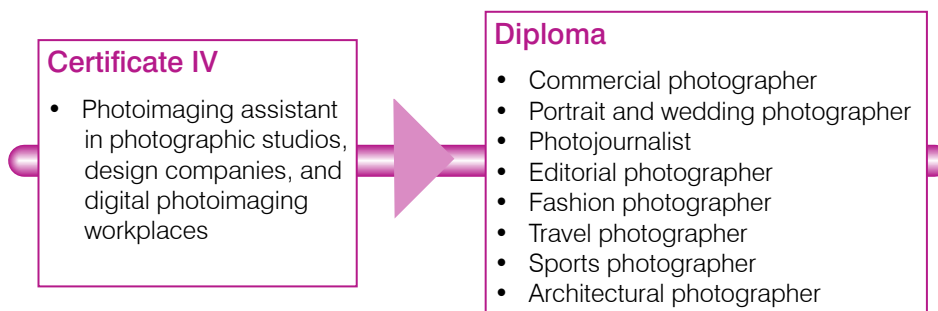
Digital media



Graphic arts



Photography



Skills Recognition Centre

Recognition of prior learning (RPL) is a formal assessment process that measures the skills and knowledge you have already gained from previous study, training, work, or life experiences. Your skills and experience are mapped against the course in which you want to enrol. If your skills are recognised against elements in the course, you will not have to undertake training in these areas. This can save you time and money.

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Phone 02 6055 6920
Email skillsrecognition@wodongatafe.edu.au |
Web www.wodongatafe.edu.au/skillsrecognition

Screen, media, and sound production

Certificate IV

Screen and media

- Production assistant
- Projectionist
- Telecine assistant
- Video editor
- Communications journalist
- Public relations officer
- Market research assistant

Sound

- Assistant sound engineer
- Production engineer
- Sound recordist
- Radio broadcaster

Diploma

- Program manager
- Producer
- Presenter
- Production manager

Visual arts

Certificate II

- Community arts workshop assistant
- Trainee in ceramics studio

Certificate III

- Assistant in ceramics studio
- Assistant in community arts facility

Certificate IV

- Artist at artist-run studio
- Artist at co-operative glass studio

Report card shows creative industries booming

The 2011 Creative Economy Report Card from the Centre for Excellence for Creative Industries and Innovation (CCI) showed emerging markets including digital music, online entertainment, gaming, and internet advertising had experienced significant growth since 2005.

Online movie distribution is one of the fastest-growing creative markets in Australia with consumers spending an additional \$49 million on filmed entertainment subscriptions over four years, a national snapshot shows.

The online movie subscription rental market rose to \$53.8 million in 2009 from \$4.7 million in 2005, an 11-fold increase over four years, the report showed.

The digital download market for filmed entertainment, meanwhile, increased six-fold in two years, with Australians spending \$4.7 million in 2009 compared to \$780,000 in 2007.

The report found digital recorded music grew to \$64.7 million, an increase of 800 per cent in the four years to 2009.

And the internet advertising market had tripled to \$1.1 billion in 2009 from \$378.3 million in 2005.

Australia's creative industries face numerous challenges but show some fundamental strengths and capacity for growth.

The report card showed continued overall growth in the creative economy sector, which employed almost half a million people and generated more than \$30 billion a year in GDP.

The creative sector report card encompassed advertising and marketing, architecture, design and visual arts, film, television and radio, music and performing arts, publishing, software, and digital content.

According to the latest report card, the creative sector:

- was worth \$31.1 billion a year (in 2007/2008)
- employed 486,700 individuals, or 5.3 per cent of the workforce, in the creative and other industries
- operated 155,000 registered businesses, 60 per cent of which are sole-trader enterprises
- generated 7 per cent of Australians' income earnings
- had displayed long-term growth rates of 5.8 per cent over the past 20 years, roughly twice those of the economy as a whole
- reached almost every Australian every day of the year, making Australia the world's fifth biggest spenders on arts, entertainment, and media
- had a number of highly dynamic 'leading edge' technologies and segments.

Source www.creativeindustries.qut.edu.au/news/news-event.jsp?news-event-id=35346

Qualifications in creative industries

Design

Certificate III in Design Fundamentals

Certificate IV in Interior Decoration

Diploma of Interior Design and Decoration

Diploma of Visual Merchandising

Digital media

Certificate III in Media

Certificate IV in Interactive Digital Media

Diploma of Interactive Digital Media

Graphic arts

Certificate III in Printing and Graphic Arts
(Graphic Design Production)

Certificate IV in Printing and Graphic Arts
(Multimedia)

Photography

Certificate IV in Photoimaging

Diploma of Photoimaging

Screen, media and sound production

Certificate IV in Screen and Media

Certificate IV in Sound Production

Diploma of Screen and Media

Visual arts

Certificate I in Visual Arts and
Contemporary Craft

Certificate II in Visual Arts and
Contemporary Craft

Certificate III in Visual Arts and
Contemporary Craft

Certificate IV in Visual Arts and
Contemporary Craft

Learner services

Wodonga TAFE is committed to ensuring you have full access to a range of services to help you during your studies. To find out more about these services, please refer to the front section of the course guide folder or go to www.wodongatafe.edu.au/student-services.



For more information and applications contact

Wodonga TAFE

Phone 02 6055 6606

Email courseinfo@wodongatafe.edu.au

Web www.wodongatafe.edu.au