

Western Australian School of Art Design & Media

Central TAFE



12 + 19 Aberdeen Street
Perth WA 6000
Australia
Phone: 1300 300 822
Web: www.centraltafe.wa.edu.au

Central TAFE's WA School of Art Design & Media delivers contemporary programs in an environment that values diversity, experimentation, skills and commitment. In pursuing their individual goals, students experience all the rewards of the state's largest and oldest art training institution which has been operational for over 100 years. Specialist staff who participate actively in shaping current trends in design and visual culture are equipped to offer the full range of expertise in traditional media as well as digital technologies. As the state's centre of excellence in visual arts training, the WA School of Art Design & Media supports an Artist-in-Residence program and an onsite art gallery with exhibitions, visiting lecturers, workshops and special events that engage students in current issues and ideas. With further infrastructure expansion in 2007-8, the WA School of Art Design and Media competes with leading-edge international art schools in terms of staff expertise, 21st century technologies, and purpose-built facilities in the readily accessible Cultural Centre of Perth.

Further Information:

Learning Portfolio Manager (Visual Art & Craft, Jewellery & Fashion) 08 9427 1559 or Principal Lecturer (Art) 08 9427 1520

Learning Portfolio Manager (Design) 08 9427 1537 or Principal Lecturer (Design)

Learning Portfolio Manager (Media) 08 9427 1891 or Principal Lecturer (Media)

Application dates:

Apply to TAFEWA

Admissions by Friday 30 September 2007 for programs starting in February 2008.

Semester dates:

January to June, July to December

Open day:

Check website for details.

PROGRAMS/COURSES

Fashion & Textiles

Fashion Design
Textile Design

Metalsmithing

Jewellery

Arts

Visual Art

Administration/Education

Arts Management

Visual Communication

Graphic Design
Printing

Architecture

Interior Design
Interior Decoration

Industrial Design

Design for Industry
Furniture Design

Photography

Photography

Film/Television/Audio

Film & TV Production
Broadcasting

New Media

Multimedia
Animation

Performing Arts

Music

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Fashion & Textiles

Fashion Design

Textile Design

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The aim of Fashion & Textile Design courses at the WA School of Art Design & Media is to fulfil the training requirements of the fashion design industry, nationally and internationally. The three stage program develops expertise in Fashion Design as well as in Textile Design, with a focus on industry projects and individual interpretations of current market needs.

Three one-year courses in Fashion Design are offered. The Certificate IV in Fashion & Textile Design provides foundation skills and knowledge. The Diploma year and the Advanced Diploma complete the sequence of three linked courses, providing a high level of expertise and competency. Fashion & Textile Design attracts post-secondary, as well as mature age students. Employment options are varied and challenging and include local, interstate and international markets for textile designers, fashion garment designers, furnishing product design, costume designers and manufacturers, fashion magazine editors, illustrators and visualisers, fashion retail managers, fashion buyers and agents, trend forecasters, stylists and colourists.

SUBJECTS

Fashion Design

Textile Design

AWARDS

Certificate IV in Design (Fashion & Textile Design)
CS85

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This qualification will provide you with the practical skills and knowledge to assist in the design and prototype development of commercial, medical and industrial products. You will learn skills in drawing, design process methods and presentation techniques, computer aided design and 3D construction. You will also learn about communicating design concepts by drawing techniques and the use of media. You will use typography techniques for design work, refine or manipulate photoimages for output and prepare text and graphic files for print.

Our course provides you with the opportunity to study in a multidisciplinary centre of excellence. With a reputation of being one of the most highly regarded fashion and textiles courses in Australia, our aim is to fulfil the training requirements of the fashion design industry, nationally and internationally. Our graduates take up opportunities in local, interstate and international markets for textile designers for garment and furnishing products, dress and costume designers and manufacturers, fashion magazine editors, illustrators

and visualisers, retail managers and buyers, forecasters and colourists.

Diploma of Fashion & Textile Design 7528

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This qualification will provide you with the practical skills and knowledge to design and create fashion textiles and fashion garments. You will learn how to develop unique fashion products by applying new ideas, using specialised techniques and interpreting fashion trends and traditions. The Diploma of Fashion & Textile Design has a specific focus on design, with concept development and design problem-solving expertise underpinning all aspects of the program. You will also gain skills in digital design, fashion illustration, fashion knitwear, product marketing and promotion. The diploma provides a pathway for graduates of CS85 Certificate IV Design (Fashion & Textile Design) and other equivalent courses, who, on successful completion of the diploma, can articulate into 51736 (previously 7510_CS02) Advanced Diploma of Art & Design (Fashion & Textile Design). Collectively the three qualifications represent a continuous design-focused training pathway. Our course provides you with the opportunity to study in a multidisciplinary centre of excellence. With a reputation of being one of the most highly regarded fashion and textiles courses in Australia, our aim is to fulfil the training requirements of the fashion design industry, nationally and internationally. Our graduates take up opportunities in local, interstate and international markets for textile designers for garment and furnishing products, dress and costume designers and manufacturers, fashion magazine editors, illustrators and visualisers, retail managers and buyers, forecasters and colourists.

Advanced Diploma of Art & Design (Fashion & Textile Design) CT27

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Your studies in the Advanced Diploma of Art & Design include training in Visual Art & Craft, or Fashion & Textile Design, or Animation. Each stream will lead you to a career of independent or collaborative creative practice. Core competencies in professional practice and visual culture include studio business management and opportunities for you to engage in contemporary art, craft, media and design contexts. Industry project-based studio majors include Visual Art & Craft, Fashion & Textile Design and Animation, each of which is supported by a series of elective units that require research, extension, refinement, evaluation and presentation to workplace standards. As a graduate of the Advanced Diploma, you will have advanced skills and knowledge in your specialised area of practice, such as Painting, Sculpture, Printmedia, Digital Art and Ceramics in the Visual Art & Craft stream; or current industry skills in Fashion & Textile Design or Animation. In the Visual Art & Craft stream, Public

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Art projects develop collaborative and individual practical skills, and assist in preparation for your independent practice. In Painting, Sculpture, Digital Art, Printmedia or Ceramics, you will be engaged in refining your ideas and preparing to present your work in a public exhibition at the conclusion of the course. In the Fashion & Textile Design stream, you will develop a unique garment range including textiles and accessories, which are promoted and shown to the public and the fashion industry. Our course provides you with the opportunity to study in a multidisciplinary centre of excellence. With a reputation of being one of the most highly regarded fashion and textiles courses in Australia, our aim is to fulfil the training requirements of the fashion design industry, nationally and internationally. Our graduates take up opportunities in local, interstate and international markets for textile designers for garment and furnishing products, dress and costume designers and manufacturers, fashion magazine editors, illustrators and visualisers, retail managers and buyers, forecasters and colourists. Advanced Diploma students have an allocated studio space to support the development of their practice as a fashion and textiles designer.

Metalsmithing

Jewellery

www.centraltafe.wa.edu.au

Jewellery Design's brand new facilities include spacious new workshops and studios equipped for specialized jewellery fabrication techniques. The recently reviewed Advanced Diploma of Jewellery & Object Design provides broader horizons for training in a range of design-focused activities and skills. The course emphasizes individual design solutions including researching and refining ideas, applying innovative and traditional technologies to the production of unique decorative objects, jewellery and contemporary accessories. Professional practice, photography and presentation skills are also addressed in the three-stage program, which includes holistic industry projects and regular participation in local and national competitions and exhibitions.

SUBJECTS

Jewellery

AWARDS

Diploma of Jewellery & Object Design 7527

www.centraltafe.wa.edu.au

Advanced Diploma of Jewellery & Object Design
7526

www.centraltafe.wa.edu.au

Your studies in the Advanced Diploma of Jewellery and Object Design will provide you with specialised

training as a contemporary designer-maker of jewellery and decorative objects, and will prepare you for a creative career in a small studio business or collaborative venture. As a graduate of this qualification, you will have attained advanced skills and knowledge in practical jewellery fabrication skills, and will be adept at developing and refining ideas, and applying technologies to the production of unique objects, jewellery and contemporary accessories. The Advanced Diploma of Jewellery and Object Design encourages increasing independence through project-based learning, driven by your own individual creative program of studio work that you will refine through negotiation and critical evaluation, with consistent reference to current industry standards. Additional skills in professional practice and studio business management are included to provide you with a practical foundation for a fulfilling career as a designer-maker. Students who choose to study Jewellery and Object Design at Central TAFE enjoy a number of benefits. The lecturing staff are experienced designers and bring their knowledge into the classroom to support and enhance the delivery of the course. Close links with the Jewellery industry are maintained and industry representatives are invited to lecture students on various aspects of contemporary jewellery and object design and this ensures that the course content is current, relevant and up-to-date. The course is delivered in a purpose-built facility that provides for specialisation with new technology in all areas. In addition to the benefits provided by the lecturers professional expertise and the well equipped studios and workshops, the central city location of the school in Northbridge enables students to use public transport and as well benefit from access to designers and jewellers studios, the use of the Art Gallery of Western Australia, The Perth Institute of Contemporary Art, the Alexander Library and also the nearby commercial galleries and museums.

Arts

Visual Art

www.centraltafe.wa.edu.au

Visual Art courses at WA School of Art Design & Media have evolved into integrated study programs that deliver training in traditional skills and new technologies. The Certificate IV provides foundation skills and knowledge in Sculpture, Painting, Digital Arts, Ceramics and Printmedia, supported by Art History/Theory and Drawing. The Diploma year, followed by the final year Advanced Diploma complete the sequence of courses, providing high levels of expertise. Facilities include spacious studios and courtyards; metal and wood workshops; plaster workshop; MacLab; individual work space and a store with materials, tools and equipment for student use. Preparation for independent practice

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is a major goal. Students acquire essential hand skills, research ideas, develop concepts and critically evaluate their work and that of others in the wider visual art community. They learn innovative ways of responding to current cultural issues, as well as studio business principles and responsible workshop practices.

In addition, a Certificate II provides entry training in art and craft, and is mainly offered at senior secondary school level. A Certificate III is also available for those who wish to build a folio of work for entry to Certificate IV, or to experience a variety of art and craft activities that may lead to later specialisation.

SUBJECTS

Visual Arts
Painting
Drawing
Printmaking
Ceramics
Sculpture
Art History & Theory
Digital Media
Metalsmithing

AWARDS

Certificate III in Visual Arts & Contemporary Craft
CS92

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to create two and three dimensional forms in a variety of visual art areas. You will learn to visualise, develop and present ideas and images, to discuss the visual arts analytically and appreciatively and to constructively evaluate your own work and that of others. You will also learn skills in drawing, painting, printmaking, ceramics, textiles, and design.

Certificate IV in Visual Arts & Contemporary Craft
C625 / CS96

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to design and produce art in a range of areas including painting, sculpture, ceramics, textiles, printmaking and electronic art. You will develop studio skills through direct investigation and experimentation of techniques and materials, research and observation, experimentation and evaluation. You will learn about art history and theory which will allow you to develop skills in critical exploration and speculative thinking about current and historical issues in the visual arts. This course offers a broad base of art learning and enables students to experience and engage in a range of art processes including painting, sculpture, printmaking, ceramics, drawing and electronic art. These 'hands on' processes together with art history and theory aim to expand students understanding of contemporary

art practice. During this course students receive continuous support and feedback while learning about the art making processes. Students who complete this course can choose to continue their art studies at the Diploma level and then at the Advanced Diploma level. Many past students who are now recognised artists started their initial art training through these courses and have benefited from the experience and support provided by lecturers who are themselves practicing artists. These courses do not take up the whole working week and in most cases it is possible to tailor your lecture times to allow you to have part-time employment.

Diploma of Visual Art & Craft 7529

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This qualification will provide you with developed skills and knowledge in selected areas of visual art and craft, with options to focus on painting, printmedia, ceramics, sculpture and digital art. Your interpretation of studio projects will give scope for individual development and investigation, while core units in art theory, history and drawing offer a broader cultural context for the development of your practice. Specialised studio classes will provide you with technical skills, the ability to integrate and refine creative ideas, and the confidence to evaluate your own work and that of others using current terms and concepts. Students build and expand on knowledge and experience gained in the CS96 Certificate IV in Visual Art and Contemporary Craft course. In the Diploma all students choose a studio area to specialise in, from two dimensional, three dimensional, new media and ceramics disciplines. Year long studio space is provided for each student and highly skilled arts practitioners deliver the course through core units and a choice of exciting electives. Instruction is provided in painting, printmedia, ceramics, sculpture and electronic art, with additional skills and knowledge in drawing, art theory and history. Lecturers who deliver this course are exhibiting artists and they pass their knowledge of the arts industry and their individual practice to the students. Participants begin to build a network of colleagues for support in their developing practice. Further experience of art practice will be gained from visiting artists particularly through our Artist in Residency program, through workshops, talks and from visiting exhibitions. Some elective units are delivered in a concentrated form as camps at site-specific venues.

Advanced Diploma of Art & Design [Visual Art & Craft] CT26

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Your studies in the Advanced Diploma of Art & Design include training in Visual Art & Craft, or Fashion & Textile Design, or Animation. Each stream will lead you to a career of independent or collaborative creative practice. Core competencies

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in professional practice and visual culture include studio business management and opportunities for you to engage in contemporary art, craft, media and design contexts. Industry project-based studio majors include Visual Art & Craft, Fashion & Textile Design and Animation, each of which is supported by a series of elective units that require research, extension, refinement, evaluation and presentation to workplace standards. As a graduate of the Advanced Diploma, you will have advanced skills and knowledge in your specialised area of practice, such as Painting, Sculpture, Printmedia, Digital Art and Ceramics in the Visual Art & Craft stream; or current industry skills in Fashion & Textile Design or Animation. In the Visual Art & Craft stream, Public Art projects develop collaborative and individual practical skills, and assist in preparation for your independent practice. In Painting, Sculpture, Digital Art, Printmedia or Ceramics, you will be engaged in refining your ideas and preparing to present your work in a public exhibition at the conclusion of the course. In the Fashion & Textile Design stream, you will develop a unique garment range including textiles and accessories, which are promoted and shown to the public and the fashion industry. This course prepares students to practice as artists. After the guided Studio Practice in the Diploma course, students are assisted to develop their own topics and ideas that will establish the base for an individual art practice. Studio space is provided for each participant where they are tutored by recognised contemporary art practitioners in each area. Professional practice is a core unit where students prepare for the Graduate Exhibition at the completion of the course.

Administration/Education

Arts Management
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This qualification provides the practical skills and knowledge to plan and organize special events in the arts industries. Cultural issues, project design and audio-visual documentation are integrated into the program, along with events co-ordination skills, marketing strategies, computing and effective communication practices. Networking and collaboration are also central to successful events administration, in addition to an awareness of the many facets of cultural arts events and their community contexts. Career opportunities are growing in this emerging field, with increasing participation in cultural events and activities.

SUBJECTS

Design/Arts Management

AWARDS

Certificate IV in Arts Administration C615
www.centraltafe.wa.edu.au

This qualification provides the practical skills and knowledge to plan and organize special events in the arts industries. Cultural issues, project design and audio-visual documentation are integrated into the program, along with events co-ordination skills, marketing strategies, computing and effective communication practices. Networking and collaboration are also central to successful events administration, in addition to an awareness of the many facets of cultural arts events and their community contexts. Career opportunities are growing in this emerging field, with increasing participation in cultural events and activities. This qualification will provide you with the practical skills and knowledge to plan and organise special events in the art industry. You will learn about cultural issues, project design and audio visual documentation. You will also learn skills in events coordination, marketing strategies, computing and effective communication. Our purpose-built facilities in Perth opened in 2000 and include contemporary technology for Graphic Design and Multimedia, Film and Television, Broadcast, Photography, Printing and Music, as well as computer-aided design for Furniture, Industry and Interior Design. Our main location in the cultural centre of Northbridge facilitates easy access to the Art Gallery of Western Australia, the Perth Institute of Contemporary Art, the Alexander Library and other nearby galleries and museums. The Artist in Residence program and on-site gallery support visiting lecturers, workshops and special events that expose students to current best practice in the visual arts, design, media and craft.

Visual Communication

Graphic Design
 Printing
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Each level of study in Graphic Design is a progression from foundation studies, introducing basic skills and acquiring knowledge in visual communication. The program offers a choice of pathways of study with areas of specialization matching industry needs. Students select electives to complement their developing core skills in graphic design, including Corporate Design, Advertising Design, Illustration Design, Multimedia and Web Page Design. Students explore the design process, interpret industry design briefs and apply a variety of creative strategies in industry contexts. Electronic or desktop publishing has had a dramatic impact on the graphic design and printing industries. New combinations of skills are required to function effectively in the interface between technology, graphic design and printing. Courses cover design, computer graphics, desktop publishing and graphics pre-press for the printing industry to meet the production needs for offset and screen printing, as well as print finishing. Graduates have the skills in

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demand in advertising agencies, design houses, printing companies and in-house publication departments.

SUBJECTS

Graphic Design
Advertising Design
Illustration
Typography
Printing
Multimedia
Web Design

AWARDS

Certificate IV in Design (Graphic Design) CS82
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist in the design and prototype development of commercial, medical and industrial products. You will learn skills in drawing, design process methods and presentation techniques, computer aided design and 3D construction. You will also learn about communicating design concepts by drawing techniques and the use of media. You will use typography techniques for design work, refine or manipulate photoimages for output and prepare text and graphic files for print. Our purpose-built facilities in Perth opened in 2000 and include contemporary technology for Graphic Design and Multimedia, Film and Television, Broadcast, Photography, Printing and Music, as well as computer-aided design for Furniture, Industry and Interior Design. Our main location in the cultural centre of Northbridge facilitates easy access to the Art Gallery of Western Australia, the Perth Institute of Contemporary Art, the Alexander Library and other nearby galleries and museums. The Artist in Residence program and on-site gallery support visiting lecturers, workshops and special events that expose students to current best practice in the visual arts, design, media and craft.

Diploma of Graphic Design 7291

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge to produce and communicate creative graphic design images for reproduction in print and digital media. You will learn skills in business planning and management for design projects. You will learn how to work within the demands of the graphic design industry. You can also choose to study from two of the following areas: packaging, corporate design, advertising, illustrative design, digital media and web design. This course is for persons who want to gain skills, knowledge and attitudes needed to develop and communicate creative graphic design solutions across the areas of print and digital design. Learners extend their creative thinking, analytical and problem-solving skills that underpin a successful design solution while building on their experiences in the handling of relevant media, techniques and technologies.

Advanced Diploma Graphic Design (Print, Packaging & Publishing) 7292

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge to produce innovative graphic design solutions for use in print, packaging, advertising, illustration and publishing. You will be encouraged to source opportunities, design, produce and work either independently or collaboratively in the creation of innovative graphic products. You can choose your specialisation from advertising, corporate or illustrative design. You can also choose from additional subjects in digital design which cover packaging design and technologies, corporate branding, advertising, copywriting, illustration and web page design and development. In this course you are encouraged to source opportunities, design, produce and work either independently or collaboratively in the creation of innovative graphic products. Learners will work with increasing independence, pursuing their own aims, interests and vision in their chosen area of specialisation, and broaden their understanding of the nature, role and practices of the designer in our community.

Advanced Diploma of Graphic Design (Digital Design) 7293

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge to produce innovative graphic design solutions. You will be encouraged to source opportunities, design, produce and work either independently or collaboratively in the creation of innovative digital media products. You will learn about typographic design, design law, the global market for designers and design theory, culture and communication. You will be able to choose to specialise in either web design or multi media design. In addition you will be able to choose from subjects which include 3D modelling, packaging and design technologies, visual identity, corporate branding, design for advertising, advertising copywriting and illustration. In this course you are encouraged to source opportunities, design, produce and work either independently or collaboratively in the creation of innovative graphic products. Learners will work with increasing independence, pursuing their own aims, interests and vision in their chosen area of specialisation, and broaden their understanding of the nature, role and practices of the designer in our community.

Certificate II in Printing & Graphic Arts (Desktop Publishing) C823

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to design and assemble text and graphics to produce brochures, advertisements, invitations and other business graphics. You will learn skills in design, computing, scanning, effective communication and workplace safety. You will also

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learn skills in current technology to effectively use software such as InDesign, Photoshop, Illustrator and Quark. This course is usually undertaken as the TAFE component of a Traineeship and contains the fundamental levels of knowledge of the Graphic PrePress, Graphic Reproduction disciplines. This in turn provides a sound foundation on which to continue into an apprenticeship in the Printing & Graphic Arts disciplines, base level employment in the Printing & Graphic Arts Industry, or a pathway into the Graphic Design study streams. From mid 2007 the facilities for these studies will be relocated to an exciting new, purpose-built building on Newcastle St in Northbridge where they will become fully integrated within the rest of the campus of the WA School of Art, Design & Media.

Certificate III in Printing & Graphic Arts (Graphic Design Production) C833
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to design and assemble text and graphics into final artwork suitable for printing and other graphic design applications. You will learn how to produce creative design solutions and explore a range of manual and digital technologies, media, typography and techniques. You will learn skills in the effective use of software such as InDesign, Photoshop, Illustrator and Quark. From mid 2007 the facilities for these studies will be relocated to an exciting new, purpose-built building on Newcastle St in Northbridge where they will become fully integrated within the rest of the campus of the WA School of Art, Design & Media. These facilities will contain dedicated Macintosh labs (the industry standard for the majority of the Graphic Arts industry worldwide) with industry standard software, printing and scanning devices.

Certificate III in Printing & Graphic Arts (Graphic Pre-Press) C834
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to design and assemble text and graphics into final artwork suitable for printing. You will learn skills to manage publication development and gain skills in current technology to effectively use software such as InDesign, Photoshop, Illustrator and Quark. This course is usually undertaken as the TAFE component of an Apprenticeship in Printing and Graphic Arts (Graphic PrePress) and may provide advantage to those seeking entry into higher qualifications in Graphic Design at TAFE or University level. From mid 2007 the facilities for these studies will be relocated to an exciting new, purpose-built building on Newcastle St in Northbridge where they will become fully integrated within the rest of the campus of the WA School of Art, Design & Media. These facilities will contain dedicated Macintosh labs (the industry standard for the majority of the Graphic Arts

industry worldwide) with industry standard software, printing and scanning devices.

Certificate III in Printing & Graphic Arts (Multimedia) C835
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Certificate IV in Printing & Graphic Arts (Graphic Pre-Press) C844
www.centraltafe.wa.edu.au

Architecture

Interior Design

Interior Decoration

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Interior designers and decorators need to be creative, imaginative and artistic. They also need to be disciplined, organized and skilled business people. The programs in Interior Design and Interior Decoration offer students an understanding of the nature of environmental space and spatial ambience, with an ability to manipulate the relationship of objects and products to the surrounding space. Students develop the ability to approach a variety of design problems with creativity, a high level of competence and sensitivity to the requirements of the design brief.

SUBJECTS

Interior Design

Interior Decoration

AWARDS

Diploma of Interior Decoration 7512

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to plan and implement creative decoration designs for homes and businesses taking into account historical, socioeconomic, political and environmental influences. You will learn skills in team work and effective communication to ensure the completion of a project. You will also learn skills in computing, design methods, sketching, presentation, computer aided design (CAD) and restoration decoration. You will learn about materials, colour and lighting. Our purpose-built facilities in Perth opened in 2000 and include contemporary technology for Graphic Design and Multimedia, Film and Television, Broadcast, Photography, Printing and Music, as well as computer-aided design for Furniture, Industry and Interior Design. Our main location in the cultural centre of Northbridge facilitates easy access to the Art Gallery of Western Australia, the Perth Institute of Contemporary Art, the Alexander Library and other nearby galleries and museums. The Artist in Residence program and on-site gallery support visiting lecturers, workshops and special events that expose students to current best practice in the visual arts, design, media and craft.

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Advanced Diploma of Interior Design 7511

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This qualification will provide you with the practical skills and knowledge to produce interior design solutions. You will learn to take into consideration aesthetics, function, marketing, manufacturing, marketability and construction of products, materials and environments for the benefit of the user.

You will also learn how to stay abreast of trends, fashions and technical developments in the design area, develop and maintain a knowledge of sources related to products, suppliers and contractors.

You will apply your knowledge of manufacturing, construction and fabrication processes to support a design proposal.

Our purpose-built facilities in Perth opened in 2000 and include contemporary technology for Graphic Design and Multimedia, Film and Television, Broadcast, Photography, Printing and Music, as well as computer-aided design for Furniture, Industry and Interior Design. Our main location in the cultural centre of Northbridge facilitates easy access to the Art Gallery of Western Australia, the Perth Institute of Contemporary Art, the Alexander Library and other nearby galleries and museums. The Artist in Residence program and on-site gallery support visiting lecturers, workshops and special events that expose students to current best practice in the visual arts, design, media and craft.

Industrial Design

Design for Industry

Furniture Design

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Qualifications in Design for Industry and Furniture Design provide training at Certificate IV, Diploma and Advanced Diploma levels. Product design includes the development of creative solutions to commercial, medical and industrial product design challenges; with supporting skills in drafting, design principles and processes, and construction and fabrication techniques. Design culture, presentation and communications skills and computer-aided design (CAD) are also essential components of the program. A balance of practical expertise and industry knowledge ensures graduates are equipped with the essentials of professional practice.

Furniture Design focuses on contemporary furniture design, using creative and visual judgment to devise innovative solutions. Timber, plastics, metals and leading edge materials are used to create furniture for domestic, commercial, corporate and customized furniture products. The program also addresses ergonomics, digital modeling, computer-aided design (CAD), business and marketing, as well as providing an understanding of modernism and postmodernism in relation to furniture and product design.

SUBJECTS

Industrial Design

Product Design

Furniture Design

AWARDS

Certificate III in Design Fundamentals C617

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to create and communicate design concepts. You will learn how to evaluate design solutions and to communicate ideas effectively using design terminology and a wide variety of visual presentation techniques, materials and technologies. This course can provide an entrance point for Design, Art and Media studies at Central TAFE. Students will study the basic elements and principles of design, discover concept development strategies and explore the use of a variety of basic materials and methods used by successful designers. On successful completion of the course students will have acquired entry level competency in drawing, colour theory, basic research skills and have an enhanced knowledge of the design industry. Students will explore skills used in a variety of design industry sectors and develop sound study practices. The Certificate III in Design is a six month course useful for people wanting to progress into higher studies in the Design, Art and Media study areas.

Certificate IV in Design (Design for Industry) CS84

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist in the design and prototype development of commercial, medical and industrial products. You will learn skills in drawing, design process methods and presentation techniques, computer aided design and 3D construction. You will also learn about communicating design concepts by drawing techniques and the use of media. You will use typography techniques for design work, refine or manipulate photoimages for output and prepare text and graphic files for print. The principal task of the Industrial Designer is to create new and better products made by industry for use by people in all walks of life. These products must be attractive and a pleasure to use. They must work efficiently and must be seen as good value for money if they are to have market appeal. Studio based learning enables Certificate IV students to develop the skills and knowledge necessary to create new designs and improve existing products. Students will be encouraged to investigate contemporary design issues such as sustainable and Universal design.

Diploma of Design for Industry 7525

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge to design and develop

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commercial, medical and industrial products. You will continue to develop your skills in drafting, design processes and construction techniques. You will also learn about design and cultures, presentation, materials and computer aided design (CAD). You will practice the skills you have learned in a workshop environment.

Advanced Diploma of Design for Industry 7535
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to create and produce individual industrial designs to a professional standard. You will be encouraged to investigate, implement and timetable your own study program. You will develop four to five highly innovative and original projects that are attractive and useable. You will be encouraged to seek real industry driven projects that are suitable for today's market.

Certificate IV in Design (Furniture Design) CS83
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist in the design and prototype development of commercial, medical and industrial products. You will learn skills in drawing, design process methods and presentation techniques, computer aided design and 3D construction. You will also learn about communicating design concepts by drawing techniques and the use of media. You will use typography techniques for design work, refine or manipulate photoimages for output and prepare text and graphic files for print. Furniture designers explore the relationship between form and function to design comfortable and attractive furniture for use in domestic and commercial contexts. These designs may be mass produced or individually crafted for private commission or for exhibition. Successful contemporary furniture designers apply creative, critical and visual judgement to develop innovative furniture pieces with wide market appeal. Studio based learning enables Certificate IV students to develop the skills and knowledge necessary to create new designs and investigate contemporary design issues such as sustainable and Universal design. Students are encouraged and assisted to develop their designs to prototype stage.

Diploma of Furniture Design 7524
www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge to produce contemporary furniture designs. You will undertake projects where you will apply creative, critical and visual judgement to devise innovative solutions using timber, plastics, metals, and other newer materials for domestic, commercial, corporate and customised furniture products. You will also learn about ergonomics, modernism, postmodernism, digital modelling, computer aided design (CAD), business and marketing.

Advanced Diploma of Furniture Design 7534
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge needed to produce contemporary furniture designs to a professional standard. You will investigate, implement and timetable your own study program. Your individual expression will be developed by working on four to five highly innovative and original projects through to prototypes which are displayed at the end of the year in the graduate exhibition which is open to key industry groups.

Photography

Photography
www.centraltafe.wa.edu.au

Photography qualifications provide skills in industrial and scientific photography, fine art photography, design or photojournalism, leading to a wide range of employment options. Participants learn how to compose, develop and enhance photoimages using traditional and digital techniques, including camera techniques, lighting, studio and location work. Computer image management, photographic mathematics, business and communication skills are also part of the program at Certificate IV level. Diploma and Advanced Diploma qualifications provides increasingly specialized industry skills and knowledge, including professional skills, preparing for public exhibitions, participating in competitions, awards and industry projects across a wide range of contemporary photographic practice. Publishing systems and markets, digital imaging and photographic illustration are also integrated into the program.

SUBJECTS

Photography
Art Photography
Digital Imaging
Photojournalism

AWARDS

Certificate IV in Photoimaging C621
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to compose, take, develop and enhance photoimages using various techniques. You will learn about the production of photographic and digital images, camera techniques, lighting, studio and location work. You will also learn skills in computer image management, effective communication, photographic mathematics and business skills. This course is the first stage in a three stage process designed to introduce students to an industry that has a wide range of demands, from wedding and portraits to industrial and advertising photography as well as artistic photography. Every student is given the opportunity

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to explore and develop skills in these areas which enables them to find their niche in future photographic employment. The goal is to equip each graduate with a degree of technical skill, visual awareness and knowledge about the photographic medium in relation to our society.

Diploma of Photography 7532

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge in composing, taking and developing photographs using various techniques. You will learn skills in business, publishing systems and markets, digital imaging and photographic illustration. You will be able to choose to develop skills in industrial and scientific photography, fine art photography, design or photojournalism.

Advanced Diploma of Photography 7533

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge in composing, taking and developing photographs using various techniques. You will learn skills in business, research, illustration, exhibition photography, close up and contemporary studio photography. As part of this qualification you will undertake a supervised work placement where you will be able to apply the skills and knowledge you have learned.

Advanced Diploma of Screen (Camera) CS46

www.centraltafe.wa.edu.au

The skills covered in this qualification include: Address legal and administrative requirements; develop and apply industry knowledge; read and interpret the script; conduct selection of the performers; conduct rehearsals of the performers; collaborate with the editor to finalise the production; write the script; edit the script and write narration. Over the 40 weeks of this course you will be involved in 5 major productions. On each of these productions you will work in different roles within your chosen field of expertise. You will also be instructed in new technologies enabling you to develop and implement a web page and produce a promotional DVD pack. A major element of this course is to help establish and develop a plan for your future employment in the film and television industry. To assist with this endeavour a 20 week unit is available that introduces the students to currently established professionals within the Western Australian film and television industry.

Film/Television/Audio

Film & TV Production

Broadcasting

www.centraltafe.wa.edu.au

Screen qualifications begin by introducing skills and knowledge in video camera operation, video production, recording and mixing sound, as well as

presenting information on air.

The Certificate III provides skills in nonlinear editing and creating 2D animation, supported by research and scriptwriting. Certificate IV and Diploma of Screen provides insight into the Australian film and TV industry, camera operation in the studio and on location, copywriting, production management, digital sound editing, 3D animation and program production. With increasing competence, participants collaborate in production teams to create and produce music videos, 16mm short films and documentaries using current industry equipment and practices. The final stage of training provides for specialization in the areas of camera operation, directing, editing, production, production design or sound.

Radio Broadcasting involves the production of segments for on air presentation, operating audio equipment to record and edit sound, compiling material for broadcasting, conducting interviews, editing and recording sound and applying current industry knowledge and practices. Copyright requirements, operating a studio panel and compiling a production schedule are also included in the program.

SUBJECTS

Film & TV Production

Audio Engineering

Post Production

Film/TV Design

Animation

Digital Imaging

AWARDS

Certificate II in Screen C401

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist with video production. You will learn skills to operate a video camera, record and mix sound and prepare and produce coloured cells/frames. You will also learn skills in presenting information on-air. This qualification is an introductory course which reflects the role of entry level personnel who work in television production by performing basic duties and assisting production personnel who work at Certificate III and higher. Common duties may include basic camera assistance, basic sound production, basic computer production and digital imaging.

Certificate III in Screen C402

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist with video production. You will learn skills to operate a video camera, record and mix sound, operate non linear editing systems and create 2D animation. You will also learn skills in research and scriptwriting. This qualification is designed to reflect the role of personnel who work in the film and television production, post-

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production and production management areas. You will learn research and scriptwriting skills, to operate a video camera, how to record and mix sound, operation of non-linear editing systems, and how to create 2D animation.

Certificate IV in Screen (Animation) CT23
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist in the production and post production of film and television programs. You will learn about the Australian film and television industry. You will learn skills in camera operations in a studio and on outside broadcasts, 3D animation, digital sound editing, program production, copywriting and production management. The Certificate IV in Screen (animation) is a six month full-time course. This course will run in semester 2 of each year for full time students. This course offers you the opportunity to continue your study in animation and development skills using Industry standard software including: Design skills using Adobe PhotoShop, InDesign and Illustrator; Animation and rotoscoping using Adobe Flash; 3D Modelling and animation using 3DS Max; as well as drawing skills to further enhance your visual communication skills.

Certificate IV in Screen (Film & TV) CT22
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to assist in the production and post production of film and television programs. You will learn about the Australian film and television industry. You will learn skills in camera operations in a studio and on outside broadcasts, 3D animation, digital sound editing, program production, copywriting and production management.

Diploma of Screen (Animation) CT25
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to work in the production and post production of film and television programs. You will further develop your skills in camera operations, lighting, audio production, animation, script writing and producing. You will practice the skills you have learned by working as part of a team to produce music videos, 16mm short films and documentaries. The Diploma of Screen (animation) is a 12 month full-time course. This course will run in semester 1 and 2 of each year for full time students. This course offers you the opportunity to continue your study in animation and development skills using Industry standard software including: Animation and storyboard design using ToonBoom; 3D Modelling and animation using 3DS Max; as well as drawing skills to further enhance your visual communication skills. You will enhance animation principles including stretch, squash and walk cycles, as well as prepare a proposal for entrance into the Advanced

Diploma of Animation.

Diploma of Screen (Film & TV) CT24
www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to work in the production and post production of film and television programs. You will further develop your skills in camera operations, lighting, audio production, animation, script writing and producing. You will practice the skills you have learned by working as part of a team to produce music videos, 16mm short films and documentaries.

Advanced Diploma of Screen (Directing) CS45
www.centraltafe.wa.edu.au

The skills covered in this qualification include: Address legal and administrative requirements; develop and apply industry knowledge; read and interpret the script; conduct selection of the performers; conduct rehearsals of the performers; collaborate with the editor to finalise the production; write the script; edit the script and write narration. Over the 40 weeks of this course you will be involved in 5 major productions. On each of these productions you will work in different roles within your chosen field of expertise. You will also be instructed in new technologies enabling you to develop and implement a web page and produce a promotional DVD pack. A major element of this course is to help establish and develop a plan for your future employment in the film and television industry. To assist with this endeavour a 20 week unit is available that introduces the students to currently established professionals within the Western Australian film and television industry.

Advanced Diploma of Screen (Editing) CS47
www.centraltafe.wa.edu.au

The skills covered in this qualification include: Address legal and administrative requirements; develop and apply industry knowledge; read and interpret the script; conduct selection of the performers; conduct rehearsals of the performers; collaborate with the editor to finalise the production; write the script; edit the script and write narration. Over the 40 weeks of this course you will be involved in 5 major productions. On each of these productions you will work in different roles within your chosen field of expertise. You will also be instructed in new technologies enabling you to develop and implement a web page and produce a promotional DVD pack. A major element of this course is to help establish and develop a plan for your future employment in the film and television industry. To assist with this endeavour a 20 week unit is available that introduces the students to currently established professionals within the Western Australian film and television industry.

Advanced Diploma of Screen (Producer) CS81
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The skills covered in this qualification include: Address legal and administrative requirements; develop and apply industry knowledge; read and interpret the script; conduct selection of the performers; conduct rehearsals of the performers; collaborate with the editor to finalise the production; write the script; edit the script and write narration. Over the 40 weeks of this course you will be involved in 5 major productions. On each of these productions you will work in different roles within your chosen field of expertise. You will also be instructed in new technologies enabling you to develop and implement a web page and produce a promotional DVD pack. A major element of this course is to help establish and develop a plan for your future employment in the film and television industry. To assist with this endeavour a 20 week unit is available that introduces the students to currently established professionals within the Western Australian film and television industry.

Advanced Diploma of Screen (Production Design) CS48

www.centraltafe.wa.edu.au

The skills covered in this qualification include: Address legal and administrative requirements; develop and apply industry knowledge; read and interpret the script; conduct selection of the performers; conduct rehearsals of the performers; collaborate with the editor to finalise the production; write the script; edit the script and write narration. Over the 40 weeks of this course you will be involved in 5 major productions. On each of these productions you will work in different roles within your chosen field of expertise. You will also be instructed in new technologies enabling you to develop and implement a web page and produce a promotional DVD pack. A major element of this course is to help establish and develop a plan for your future employment in the film and television industry. To assist with this endeavour a 20 week unit is available that introduces the students to currently established professionals within the Western Australian film and television industry.

Advanced Diploma of Screen (Sound) CS80

www.centraltafe.wa.edu.au

The skills covered in this qualification include: Address legal and administrative requirements; develop and apply industry knowledge; read and interpret the script; conduct selection of the performers; conduct rehearsals of the performers; collaborate with the editor to finalise the production; write the script; edit the script and write narration. Over the 40 weeks of this course you will be involved in 5 major productions. On each of these productions you will work in different roles within your chosen field of expertise. You will also be instructed in new technologies enabling you to develop and implement a web page and produce a promotional DVD pack. A major element of this

course is to help establish and develop a plan for your future employment in the film and television industry. To assist with this endeavour a 20 week unit is available that introduces the students to currently established professionals within the Western Australian film and television industry.

Certificate II in Broadcasting (Radio) C384

www.centraltafe.wa.edu.au

This qualification will provide you with the entry level skills and knowledge to work in the radio broadcasting industry. You will develop knowledge of the radio broadcasting industry and learn how to carry out health, safety and security procedures relevant to the radio industry. Depending on your choice of units, you will learn about collecting information, sound recording, sound editing and/or operational skills.

Certificate III in Broadcasting (Radio) C386

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to produce segments for presentation on air, to operate audio equipment to record and edit sound. You will learn skills in compiling material for broadcasting, conducting an interview, editing and recording sound and applying industry knowledge. You will also learn about copyright requirements, operating a studio panel and compiling a production schedule.

New Media

Multimedia

Animation

www.centraltafe.wa.edu.au

SUBJECTS

Multimedia

New Media

Web Design

3D Design

Animation

AWARDS

Certificate III in Multimedia C395

www.centraltafe.wa.edu.au

The Certificate III program introduces skills in manipulating graphic images, animation, sound, text and video into multimedia programs. Advanced computing applications are used to develop graphics, basic web pages and the production of 2D animation. Graduates will be prepared for technical positions in the digital media industry, though employment opportunities are enhanced with further study at Certificate IV or Diploma levels.

Diploma of Multimedia C397

www.centraltafe.wa.edu.au

The Diploma of Multimedia provides training in multimedia design, programming and project

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management. Developing and managing small multimedia projects, working with design multimedia interfaces and editing multimedia products are included, as well as skills in the development of creative strategies and the application of complex visual graphics in colour.

Advanced Diploma of Art & Design (Animation) CT28
www.centraltafe.wa.edu.au

This program develops skills in planning, developing and producing 3D and interactive digital animation and effects, including storyboards, 3D modelling, broadcast design graphics and character animation, using current animation and lighting techniques. Production and direction of direct digital video and audio components are also integral to the program, as are professional practice skills which provide preparation for employment in this dynamic industry.

Performing Arts

Music
www.centraltafe.wa.edu.au

Contemporary music skills are provided in a suite of qualifications centered on gaining skills in music performance, music production and promotion. Technical skills and digital technologies are applied to interpreting creative ideas during the course. Participants develop expertise in transforming sound, developing voice or instruments for performance, as well as practice in songwriting, accompaniment, improvisation, soundtrack laying, digital editing/mixing and AV equipment operation. Knowledge of copyright and royalties are part of the professional skills required to succeed in the industry, which includes the practical application of health and safety guidelines. At Certificate IV, further skills in recording, mixing and editing are acquired with the ability to co-ordinate technical production and manage a range of performance situations. Employment prospects include music performance, sound technician, songwriter, production technician, retail assistant, instrumental/vocal tutor.

SUBJECTS
Music

AWARDS

Certificate II in Music Industry (Foundation) C373
www.centraltafe.wa.edu.au

This qualification will provide you with practical skills and knowledge to enhance your current musical skills for performance purposes. You can choose to learn skills that enable you to play music or sing, develop a demo recording, use technical equipment and computers, record and transform sound and prepare yourself for performance. The outcomes of this course are well suited to high school delivery for

years 10, 11 and 12 VET programs. High schools can include this program in their VET offerings through a partnership with Central TAFE. This program engages students who have an interest in exploring a career in the music industry.

Certificate III in Music Industry (Technical Production) C378

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge to record, mix and edit sound sources. You will learn about the music industry, contractual and work relationships and safety and security in the music industry. You can also choose to learn skills in critical listening, laying sound tracks, digital editing and mixing, audio visual equipment operation, using midi devices and software and analysing harmony. This program provides a practical introduction to recording processes including, mixing, editing and post-production. Students will participate in recording sessions for bands in the studio and follow the production processes through to the completion of a demo recording.

Certificate III in Music C374

www.centraltafe.wa.edu.au

This qualification will provide you with the practical skills and knowledge essential to performing music. You will learn about the music industry, develop practical knowledge of copyright and royalties and follow health, safety and security practices important to performing. You can also choose to develop skills in critical listening, song writing, accompaniment, improvisation, career planning and/or performance, sound track laying, digital editing and mixing and audio/visual equipment operation. This qualification will provide you with an overview of the key requirements necessary to enter the music industry. You will be introduced to the practical aspects of performance, sound production and band management. You will develop a broad industry knowledge that includes units in songwriting, composition, live and studio performance, demo recording, band management, copyright, occupational health, and safety and music history.

Certificate IV in Music C375

www.centraltafe.wa.edu.au

This qualification will further develop your practical skills and knowledge in music performance and composition. You will learn about the music industry, copyright and royalties. You can also choose to develop skills in stagecraft, midi music composition, audition and performance skills as a soloist or as part of a group, reading music, performing backup accompaniment, improvisation, operating a mixing console and assessing performing and recording deals. This qualification will allow you to develop your skills as an active songwriter or band member. You will learn how to organise your band, with a focus on

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live performance and demo recording. You will learn about positioning your band and your songs into a competitive market place by developing product marketing (songs) and events promotion skills. Students will work in close teams as they develop projects in song writing, recording, promotion and performance.

Certificate IV in Music Industry C379

www.centraledge.wa.edu.au

This qualification will further develop your practical skills and knowledge to record, mix and edit sound sources. You can choose to learn skills to coordinate technical production and manage a range of workplace situations. You can also choose to learn skills to operate audio visual equipment, install, test and repair equipment, operate a mixing console and sound reinforcement system, digitally edit sound, compose music using midi equipment and breakdown a soundtrack. Students participate in active recording teams over a series of simulated recording projects. Students will learn to liaise and communicate with artists, bands and management to achieve a recorded product that aims to meet the expectations of the artists and marketplace.

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Documentary film shoot
Diploma (Film & Television/Screen)
QFest at Cue WA October 2004



Damien Barton
Chair American
Rock Maple
Advanced Diploma (Furniture Design)



Collaborative Fire Sculpture
QFest at Cue WA October 2004
Steel, timber
Advanced Diploma (Fine Art)

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Edward Kisselovsky
Lighthouse Project
Advanced Diploma (Graphic Design)



Esther Longhurst
Cow Girl
Gouache Illustration
Advanced Diploma (Fashion & Textile Design)