



Whitecliffe
COLLEGE OF ARTS & DESIGN

BACHELOR OF FINE ARTS

PHOTO MEDIA

WHITECLIFFE PHOTO
MEDIA GRADUATES ARE
CREATIVE, ARTICULATE
AND TECHNICALLY SKILLED
IMAGE-MAKERS. THEY HAVE
A CLEAR UNDERSTANDING
OF INDUSTRY STANDARDS
AND THEY POSSESS THE
VISION AND SELF-BELIEF
ESSENTIAL FOR EFFECTIVE
COMMUNICATION IN
THE CONTEMPORARY
ENVIRONMENT.



ABOUT WHITECLIFFE

Whitecliffe is an independent Arts and Design school of choice, producing the highest quality graduates and shaping exceptional creative citizens.

Whitecliffe provides life-transforming educational experiences in arts and design through teaching and research, educating students to shape culture through the practice and critical study of the arts. Building on foundations of excellence, innovation and a commitment to diversity, Whitecliffe prepares its students for lifelong creative work and engagement with their communities. Whitecliffe seeks to instill aesthetic judgment, professional knowledge, collaborative skills and technical expertise in all graduates.

Whitecliffe core values have developed through the work of committed faculty, students, alumni and staff. At Whitecliffe we believe that ideas and expression are inseparable. Our commitment to a wide range of media, processes and methodologies supports our belief that our graduates become leaders in their fields through a critical combination of making and thinking. Through rigorous critique, intelligent debate and mutual respect, graduates gain the lifelong skills they need to shape their communities.

Whitecliffe College of Arts and Design
PO Box 8192 Symonds Street
24 Balfour Rd, Parnell, Auckland, 1052, New Zealand

Freephone **0800 88 4 ART** (0800 88 4 278)
Phone + 64 9 309 5970 / Fax + 64 9 302 2957
Email info@whitecliffe.ac.nz
Web www.whitecliffe.ac.nz



Becky Nunes - MFA, BA (Hons) - HOD Photo Media

PHOTO MEDIA

Photography and the Media Arts, now more than ever, are essential vehicles for personal expression, collaborative communication and the delivery of powerful brand stories.

The Photo Media major places emphasis on contemporary fine art photographic & moving image practice, historical contextual learning, current theoretical concerns and best practice industry expectations. Students will consider the formal and technical aspects of photography and video, as well as the theory and debate surrounding lens-based image-making today.

The programme is underpinned by the delivery of essential skills, techniques, and methodologies to foster students' creative, practical, and contextual development. Students develop this creative potential while gaining an understanding of professional practice applicable to the photographic industry.

Of key importance to the Photo Media major at Whitecliffe is the emergence of an artistic practice through experimentation with a variety of creative lens-based media. Students are encouraged to develop both conceptually and technically within this practice. Core studies include both analogue and digital technologies, with an emphasis on the digital workflow, colour management and an advanced understanding of lighting techniques. Workshops and special topics are offered throughout each year and focus on specialised areas including the photo book, larger formats of photography, and introduced lighting techniques. Support and instruction is offered for the production of moving image and sound production within the department

In addition to direction from Whitecliffe lecturers, who have established professional profiles, students come into contact with specialist professionals and artists via workshops and guest lectures, and through the completion of an industry internship. These experiences ensure that students gain an understanding of professional practice and become work-ready.

Photo Media students are supported in collaborative projects with students from other departments and these projects are realised in the form of exhibitions and publications as well as in assessed outcomes within the curriculum.

At the end of each semester, students must stage formal assessment exhibitions within their studio spaces. These displays provide opportunities for showcasing work and are essential for resolving existing ideas and considering new directions. Exhibition outcomes include still photographs, moving image, installation, sound and the photobook format.

Graduates of the Photo Media major will be well positioned to embark on dynamic and creative careers. Alumni of the major have established their own commercial and fine art practices, assisted professional photographers, and worked in galleries and photo labs. For those considering further study the Whitecliffe Bachelor of Fine Arts degree is nationally and internationally recognised as a pathway into postgraduate programmes in New Zealand and internationally.

Student Galleries

www.whitecliffe.ac.nz/showcase/photography/

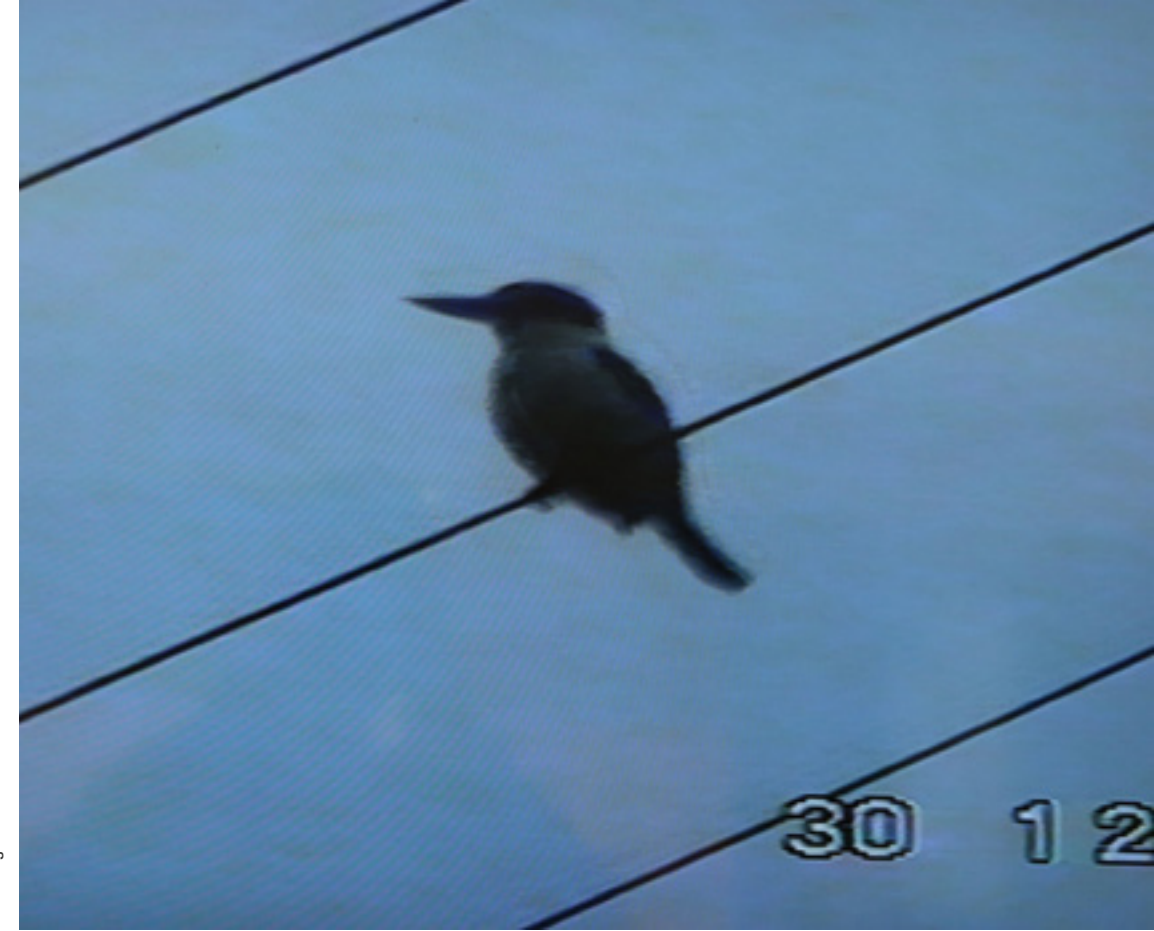
Photo Media Overview Film

www.whitecliffe.ac.nz/programmes/photomedia/

WHY STUDY A BFA AT WHITECLIFFE?

- The philosophy underpinning the undergraduate programme is to combine creative research skills with solid awareness of the public and professional requirements of visual arts professions. It's a liberating, exciting and challenging way to learn. Small practical class sizes mean lecturers and students interact at a personal level on a daily basis. The BFA is taught by practising artists, designers, educators and researchers who have a passion for art and teaching that inspires and encourages creativity. Students are continually surrounded by lecturers and peers who are talking, breathing and thinking art.
- Independence, creativity and risk-taking are strongly encouraged within Whitecliffe programmes from foundation to postgraduate level. The programmes provide opportunities for you as a student to challenge, test and stretch yourself, but always with the support and stimulation of the close-knit creative community at Whitecliffe.
- Creativity requires a combination of imagination, focus and flexibility. Increasingly, fine arts graduates are receiving recognition as creative thinkers and innovative problem-solvers who can successfully adapt to many industries and roles through utilising the transferable skills they accrue in their arts or design degree programme.
- Career opportunities continue to expand for successful fine arts graduates as employers increasingly recognise the value of a fine arts graduate's critical thinking, entrepreneurial spirit and creativity.
- The Whitecliffe undergraduate pre-degree level certificates and Bachelor of Fine Arts programmes are based on a uniquely student-centred approach that recognises and nurtures your diverse needs and passions. Through these programmes you are exposed to a combination of new media and contemporary concepts while building up knowledge of traditional materials, skills and attitudes. Your problem-solving skills and creative responses are emphasised and encouraged. As well as further developing your individual creative talents, you learn critical thinking, research, communication and presentation skills. Study is supported at every level by theoretical and professional practice courses.
- Internships, fieldwork and student exhibitions are an integral part of the Whitecliffe curriculum. Our vibrant student community is exposed to the contemporary arts and design world through exhibitions, international guests and industry professionals. As part of our encouragement of careers in the arts, Whitecliffe also provides comprehensive professional grounding in areas such as business, marketing and ethics.

Mia Tong



- Professional practice courses, contextual studies and English language support for students who require it, complete the tool-box of artistic and entrepreneurial opportunity provided to undergraduates.
- The four majors offered are Fine Arts, Photo Media, Fashion Design and Graphic Design. During the first year of the degree you have the opportunity to engage with your chosen major, alongside electives from other specialist areas. This broad initiation into the range of disciplines offered with the BFA increases your knowledge and appreciation of the arts.
- The final year of study involves individual studio-based research under senior faculty supervisors. There is also a strong emphasis on further developing theoretical knowledge and practical skills. The final year culminates in graduating exhibitions by students from Fine Arts, Photo Media Fashion Design and Graphic Design.

WHY CHOOSE WHITECLIFFE PHOTO MEDIA?

Now, more than ever, lens-based media dominates the ways in which we communicate, promote and express ourselves.

- Photography increasingly plays a crucial and ever-changing role in contemporary art practice. Via photography we engage with fact, fiction and fantasy - and the places where they intersect. Constant advances in wireless technologies, cameras, data storage and social networking deliver images from anyone to anywhere, in real time. Still and moving images have become powerful tools as they are installed in exhibitions, embedded into websites, dominate online publishing, seduce the consumer and present our social profiles to the world. Alongside these advances we still retain our traditional reliance on photographs and the moving image to store our precious memories, illustrate our stories and lives and express our imaginings.
- The Photo Media major at Whitecliffe charts this exciting new territory in the related areas of photography, fine art and new media. The programme engages with this expanding definition of lens-based media, with emphasis on fine art photography, sound & moving image and the photo book. Students work in their own studio spaces to develop a unique photographic practice, supported by electives and workshops that deliver rigorous technical instruction. Business studies and internships ensure students have a clear sense of commercial and professional expectations on graduating. Contextual studies allow the student to position their own ideas within a framework of historical and contemporary art theory.
- Whitecliffe is constantly upgrading and resourcing to ensure that students have access to current technology. Photo-specific resourcing includes computer suites and relevant imaging software as well as cameras, lenses and lighting equipment. A strong belief in the twin values of the digital and analogue worlds sees Whitecliffe retaining a strong darkroom and alternative process focus. As well as these on-site resources Whitecliffe partners with credible industry practitioners to offer access to cutting edge technology and tuition across the fluid frontier of new media.
- A committed, enthusiastic team delivers the Photo Media program. The department draws on an experienced group of lecturers including established and award-winning practitioners from visual arts, commercial, editorial and theoretical backgrounds. There is a strong research culture within the department, with lecturers engaged in their own commercial and fine art practices as well as in academic research.
- Whitecliffe faculty have active & productive relationships with both the commercial and fine art arenas: Practising photographers, artists and industry specialists regularly take part in tutorials, critiques and workshops.
- Many alumni are currently working full time in their own photographic practices, or in creative industry-related fields. Graduates excel in national art awards; exhibit in local and international galleries. Each year a number of top graduates choose to expand their investigations into further academic research at postgraduate level.

Samantha O'Brien





Allira Brydon

PROGRAMME OVERVIEW

BACHELOR OF FINE ARTS YEAR ONE

Year One for Photo Media students includes a combination of both general arts and design with specialist Photo Media courses. The programme covers practical and theoretical skills and knowledge where students develop core skills in design, drawing, materials and processes, together with critical and contextual studies.

Study includes supervised studio practice, lectures, tutorials and self-directed learning. **Visual Theory, Cultural Studies, and Modern Art and Design History** introduce the vocabulary of art history and contemporary theory in support of practical courses and fine art studio practice. Students will be taught both historical models and contemporary content specific to Fine Arts.

The Semester One programme is specifically intended to best prepare students for one of the BFA specialist areas. Students are guided through structured projects in the first semester and examine the process of **drawing, art making and design** within the compulsory courses: 5101 Drawing, 5102 Design, 5103 Materials & Processes, before starting their specialism in the second semester. Students also participate in intensive week-long workshops that enable them to collaborate in teams and/or work independently to produce collective creative outcomes. Workshop projects may include co-producing a graphic novel, a short film/video, tikanga Māori and harakeke weaving techniques.

CRITICAL AND CONTEXTUAL STUDIES

A fully integrated programme of critical and contextual studies supports all studio specialisms. **Visual Theory** initiates students into the language of critical discourse and critique. Students learn to analyse, critique, discuss, write and conduct research related to the practice of art and design. **Cultural Studies** and **Modern Art and Design History** assist students in positioning their art and design practice within a broader cultural and historical context.

YEAR ONE PHOTO MEDIA COURSES

Students wishing to specialise in **Photo Media** will be required to complete **5500 Studio Practice: Photo Media** in the second semester. This course is considered fundamental to lens-based practice and will include a balance of contemporary and traditional skills, knowledge and research practice. The course content may include the following: **technical and conceptual principles and practices in the production of photo media art, sequencing, framing and composition, editing and post-production, printing processes, exhibition, display and presentation techniques, analogue and digital camera and darkroom techniques, moving image recording and digital editing, evaluation of work within cultural and critical frameworks, and historical and theoretical contexts informing contemporary practice across photo media platforms**

YEAR ONE SUPPLEMENTARY ELECTIVES

Additional to the specialist courses, students have an opportunity to select from a range of elective courses. Elective courses enable the Year One student to test out other specialist areas, before firming up their decision to specialise in a subject area. Elective courses may include the following:

5202	Community Engagement
5203	Painting
5302	Screen printing
5402	Graphic Print Processes
5403	Mapping for Graphic Design
5404	Publication Design
5502	Reading the Photographic Image
5503	Intermedia
5504	Digital Imaging

PHOTO MEDIA YEAR TWO

Year Two focuses on further development of individual practical research, experimentation and art making undertaken in the studio with emphasis on student-directed outcomes. A series of project briefs support students to evaluate complex issues and discuss critical frameworks relevant to contemporary art practice.

This learning is supported by special topics and workshops with an intensive technical focus, covering **advanced photographic techniques, lighting, moving image, sound, digital media and the editing and installation of work for exhibition.**

Students have 7-day a week access to assigned studio spaces and specialist digital

labs within which to develop and display their work. At the end of each semester students stage formal assessment exhibitions within these spaces which provide opportunities to showcase work, resolve ideas and consider new directions.

Entrepreneurship I provides an opportunity for Year Two students to apply their creative, practical and theoretical knowledge with an introduction to **small business start-ups, marketing and public relations** that lead to more integrated and substantiated studio research projects and prepare students for their careers beyond completing their degree.

CRITICAL AND CONTEXTUAL STUDIES IN YEARS TWO AND THREE

The integrated programme of critical and contextual studies continues in Years Two and Three. In Year two students undertake a one-semester course in **Modern and Contemporary Art and Design Survey**, that addresses contemporary theory and debates around the subject specialism of their choice. Year three students extend on this learning in **Issues in Contemporary Practice II** and **Entrepreneurship II** which include the opportunity for applying knowledge in a work placement. During these internships students gain valuable insight into working conditions and foster important networks for the future.

In addition, students select from a range of **theory elective courses** that are offered within a suite of **Year Two and Year Three** courses. The courses include a variety of topics that strategically deepen students' contextual, theoretical and practice-based inquiries. Students select from the following:

6105	Intellectual Property and Creative Industries
6120	Art and Design for a Sustainable World
6121	Contemporary Art: Asia and the Pacific Rim
6122	Relational Aesthetics
6123	Scripting the Body
6125	The Post-Postcolonial and Globalisation
6126	Gender & Identity and Contemporary Media
6127	Age of Enlightenment
6128	Making Art in a Globalised World
6129	Public Project

PHOTO MEDIA YEAR THREE

Students in their final year will engage with two important platforms for creation and dissemination of their work: **exhibition and publication.**

In Term One Photo Media students are supported in generative and experimental methodologies, across a range of **digital and analogue media**. The second term sees this work refined and resolved through a series of formal critiques, supported by the development of an artist statement. The outcomes are presented and assessed in a mid-year exhibition in their studio spaces. This is an open event for the public, and is well attended by industry professionals.

In the second semester students engage with an important and evolving art form, **the photo book**. During this extended project students engage with ideas around design, production, distribution and the artifact. At the culmination of the project the work is assessed and displayed at an event open to the public.

Students receive ongoing **technical tutorials, workshops and specialist support** in relevant areas including the use of **medium and large format cameras** and advanced approaches to **digital post-production and lighting.**

Year Three students accumulate a **contextual portfolio** containing photographic documentation of their studio work as it has developed throughout the year alongside extended artist statements.

POSTGRADUATE STUDY

BFA (Hons) NZQF level 8

Whitecliffe BFA graduates are industry-ready at the end of their three-year degree.

Included in the suite of Whitecliffe post-graduate programmes, Whitecliffe offers an additional one year, stand-alone **BFA Honours** qualification, directly following on from the BFA degree, with places available by application only. Its purpose is to consolidate the learning and achievements of the BFA through the realisation of a sustained practice-based, studio-centred, research inquiry and to prepare students for professional life as creative practitioners or for further postgraduate study. Attainment of this qualification allows for a five-year pathway to **Masters** degree completion for those students interested in further academic study.



Georgia Periam

OUR STUDENTS

GEORGIA PERIAM –

Georgia was selected as the winner of the 2016 Wikiriwhi Scholarship Award and used her award to attend a photography workshop at the international Obscura Festival, held each August in Georgetown, Penang, Malaysia. Commenting on this experience Georgia says “It is an achievement I never thought possible when I started studying at Whitecliffe. Being part of this workshop gave me the chance to expand my practice, to see how this translates within another culture, to receive critical feedback and to work with others photographers from around the world.”

“From conceptual art and documentary making, to business studies and exhibition preparation, Whitecliffe has prepared me well,”

says Georgia who recently started a job as producer for Proof Agency (a photography agency) where she is enjoying working alongside talented photographers and other creatives who are providing insight into ways to sustain a creative practice outside of tertiary walls.



She feels ready for her transition into employment because of the creative industry internship opportunities she experienced while studying, including working for Process Studios, Kingsize Studios and photographer Lee Howell. Alongside the agency job, Georgia is continuing her own photographic practice, and has entered her latest photo book, *Georgia in George Town*, into worldwide competitions.

“I’m keen to see where that goes. I want to continue creating images and works that explore one’s self and identity, looking at how it is fluid and forever changing with the influence of society. Where these images lead will be a daunting, yet exciting journey.”

YANN-RU YANG –

“Studying Photo Media has given me the opportunity to explore a passion for photography I’ve had since I was young,” says Photo Media graduate Yann-Ru Yang. “Living in such a lens-based world today, Photo Media has proven to be a valuable, useful and flexible choice of major.”

While in her final year at Whitecliffe, Yann-Ru was the 2016 winner of the prestigious Eden Arts Art Schools Competition with a multi-media installation that drew on her personal experience as a first-generation Taiwanese New Zealander.

She can’t praise Whitecliffe enough for the creativity, support and one-on-one sessions offered to her and her peers by lecturers who were often practicing artists themselves.

“The critiques we had with lecturers and students spurred us to broaden our creative thinking and work beyond what we thought we were capable of. The lecturers spared no effort in immersing us into the arts community, like organising artist/curator talks outside of Whitecliffe.”



Yann-Ru is now focusing on her own creative photographic projects and her freelance career with a view to owning her own business and studio. “Studying at Whitecliffe was certainly the best option for a young developing artist like myself.”



EILISH CLARK –

“Whitecliffe is a great place to learn. We are not just taught technical skills like how to take a photograph, the grounding in fine arts supports our studies, extends our thinking and provides a more well-rounded education.”

Eilish explains “being surrounded by other like-minded students and designers, along with supportive lecturers who really care about their students and invest in us has meant that my learning experience at Whitecliffe has been everything I chose Whitecliffe for. Eilish is currently interning at Proof Agency which she says “is really exciting” and sees her career moving towards becoming a fine arts photographer.

“The Year 3 internship programme has really helped me to figure out my path. I have been learning about how to run an agency, marketing strategies, lighting situations, as well as exhibition and event planning.”

“All the faculty at Whitecliffe go the extra mile and the student-teacher relationship develops into one that is more like colleagues and is something that I have greatly valued.”

PENG CHEN–

Peng studied fine arts at school in China before coming to New Zealand for tertiary study. His initial intention when he started at Whitecliffe was to pursue Graphic Design, but after being introduced to photography electives in his first year, he realised “how much I liked it and how well photography and moving image enabled me to communicate my ideas.”

That decision to choose Photo Media has led him to success in the prestigious Eden Arts Art Schools Awards, receiving one of the three highly-commended awards in the Auckland Arts Schools 2017 competition.

Peng works in still photography as well as in moving image combined with performance art, and because his cultural heritage is important he says “my current focus when communicating with my audience is to combine my Chinese culture with contemporary art practices.”

Of his time at Whitecliffe, Peng feels that “as well as technical photographic skills, learning how to research has enabled my ideas to evolve. In China, the teaching is about one way, but at Whitecliffe the process is important. The lecturers helped me to think. I now know how to express myself and that there are different ways to look at an original idea. By understanding how my work will look and be received by an audience means that I am now a more effective photographer and artist.”

“Being at an art school with other creative students means that there is collaboration, discussion and feedback all of which makes a big difference to the work that I am making and to my future career.”



LIFE AFTER BFA PHOTO MEDIA

Photo Media graduates from Whitecliffe are strongly positioned within the exciting new territory opening up in expanded areas of photography and new media.

The department supports and emphasises these evolving definitions of lens-based media, with a focus on photography, moving image and sound. The ability to think into the future of visual imaging, both technically and conceptually, positions our graduates at the forefront of art and industry.

Photo Media study at Whitecliffe develops a deep understanding of the varied visual traditions of photography and fine art as well as specific photographic genres. Students work in their own studio spaces to develop a unique photographic voice, supported by special topics and workshops that deliver rigorous technical instruction. Contextual studies allow the student to position their own ideas within a framework of historical and contemporary art theory. Business studies and internships ensure students have an understanding of the contemporary arena in which they wish to operate. Visiting artists and practitioners talk frankly to students about “real world” working conditions. The Whitecliffe internship program exposes them to industry standards and expectations and helps to set up a network of connections for their future.

Photo Media graduates are positioned well to maximise opportunities as practising photographers in editorial, fine art or commercial image making.

Editorial photographers find careers in architecture, still-life, portraiture, fashion and photo-journalism.

Commercial photographers work collaboratively with agencies and designers to craft images for print and electronic media. Career opportunities also include technical roles in a variety of commercial photographic production and postproduction positions such as **styling** and **digital retouching**.

Fine art photographers engage with curators, agents and galleries to exhibit and develop their work. Other opportunities include assisting photographers in New Zealand and overseas, **curating, picture editing, art buying, agency and production work** and **publishing**.

Many graduates work as freelance photographers in their own businesses or have found employment at printing labs, photographic studios and as assistants to well-respected practicing photographers. Alumni have also gone on to work as curators, gallery assistants and magazine editors.

Each year a number of graduates continue into further academic research at postgraduate level.

For those students considering further study, our BFA degree is both nationally and internationally recognised with many alumni entering into postgraduate programmes both in New Zealand and overseas. Alumni have a strong record of exhibitions and have been recognised in awards programmes such as the Wallace Art awards, NZAAT emerging artists awards and the AIPA Image Nation award.

CAREER OPTIONS

Photographer in one of many areas of specialism:

- Fine art
- Commercial
- Wedding and portrait
- Photojournalism
- In-house photographer for design/ corporate

Trans-media artist, providing content across video, stills, sound and text.

- Producer
- Videographer
- Cinematographer
- Director
- Editor
- Studio manager
- Photographer's assistant
- Digital re-toucher
- Photo lab professional
- Art buyer
- Art director
- Stylist
- Curator
- Gallery assistant
- Museum assistant



OUR GRADUATES

LIBBY CAVENETT –

"I really value the installation and exhibition knowledge I gained at Whitecliffe - this is something I am really drawn towards and want to integrate into future career plans," says Photo Media graduate, Libby Cavenett.

Over the past two years Libby has managed and curated two group shows as part of the Auckland Photo Festival.

"These opportunities remind me of how much I enjoy the exhibition process."

These exhibitions aside, Libby works as a freelance photographic assistant learning the commercial and business side of photography, while also working on a few small client jobs for herself.

"I've learned a lot about how a professional studio is run and how to engage and manage clients, as well as about more technical elements," she explains.

Libby says one of the most significant skills she learned at Whitecliffe was to think critically and be receptive to constructive criticism.



"With that critical thinking comes the ability to expand your ideas – to really pull them apart to understand their roots and value."

Whitecliffe created the environment to do that, she says, through having small classes and a studio layout that ensured plenty of interaction with tutors and peers.

JAMES BLACK –

"Working at NZ Fashion Week alongside some of NZ and Australia's top photographers for my third year internship gave me invaluable exposure to the industry I'm now part of," says Photo Media graduate James Black.

James works as a photography assistant for Stephen Tilley Photography while developing his own commercial practice shooting images for a variety of magazines and corporate clients, including Mindfood, Mindfood Style and NZ Weddings.

"I hope to continue assisting over the next year or two to enhance my skills, and further the relationships I have built within the industry to help maximise future opportunities," he explains.

James found Whitecliffe an inspiring learning environment that not only helped establish him in the creative industry, but also engaged him with imagery and artwork in a critical way.

"I left Whitecliffe with an expansive knowledge base and keen technical skills, which enabled me to get work within the creative industry right after I had graduated."

He says the Whitecliffe environment encourages risk taking and allows cross-disciplinary exploration. He particularly enjoyed group critique scenarios, gaining feedback from peers and offering advice in return.

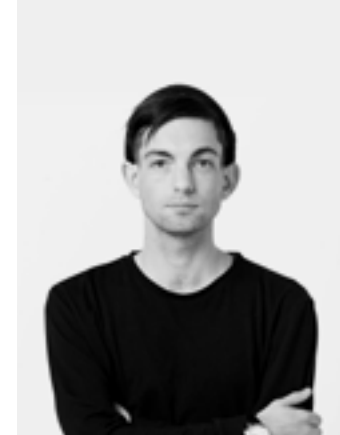
"I also enjoyed the one-on-one nature of meetings with faculty members, as they both supported and challenged me in my development."

MISH O'NEILL –

"I started at Whitecliffe knowing nothing so I have learned so much, from technical skills to understanding conceptual art," says BFA Photo Media graduate Mish O'Neill.

Mish initially signed up for Fine Arts but after the first year she realised her strengths were in Photography which led her into Photo Media. That decision was obviously the right one. With her undergraduate degree completed, Mish is now working in two part-time jobs while working on her Masters of Fine Arts degree.

"I work two days a week as a technician at a commercial photographic and digital imaging lab in Auckland and I love it. I have learned a lot there about photography, file preparation, scanning and printing. The rest of the time I assist fashion photographer Guy Coombes, and work towards my Masters. Currently my MFA study focuses on the further development of my art practice. It is process-driven adhered in a romantic idealism with analogue photography. I use pinhole cameras or build camera obscuras to explore the magic and mystery of hand-made cameras and present unexpected views of the world. My photography underscores the value of our surrounding environment and how it affects us as individuals."



Of her recent exhibition opportunities, Mish says "I have also been included in various shows during the annual Auckland Festival of Photography, at the NZ Art Show in Wellington and more recently a solo exhibition at the TSB Bank Wallace Arts Centre."

Mish continues to enjoy the learning and support offered by Whitecliffe.

"I feel that my tutors, especially Becky Nunes and David Cowlard, go beyond their roles and stay invested in you and your practice beyond the time they are your tutor. They are forever helpful and at the end of the phone or a Facebook message when I get stuck."





RAINER WESTON –

Rainer is a lens-based artist who incorporates digital design as well as video, photography and installation techniques into the work that he makes and exhibits. Rainer has lost no time in establishing a national profile as a young emerging artist of note. Recent significant showings have included The Devils' Blind Spot, curated by Lara Strongman at the Christchurch Art Gallery and The Tomorrow People, curated by Tina Barton, Simon Gennard and Stephen Cleland at the Adam Art Gallery in Wellington. Both of these exhibitions featured emerging New Zealand artists who were selected from throughout New Zealand.

When Rainer first started at Whitecliffe he had not considered photography. "However when I realised that photography was so much more than I had originally thought and that, at Whitecliffe, it was taught within the context of conceptual and digital media arts, I knew that I could make the kind of art that interested me."

Rainer's art practice is multi-faceted and uses a variety of different mediums and strategies for producing work including digital painting, custom software, photography, computer generated imagery, writing and sculpture based techniques.

Rainer explains: "A fundamental part of our understanding of the world around us comes from photographs - be it of a place, object, person or culture. I'm more interested in the structures and dynamics that support photography as a subject in of itself. So, I'm interested in the software algorithms that filter and distribute photographs and the way photographs work within our visual vocabulary."

I believe that Whitecliffe, over other art schools, prioritizes students' individual fields of inquiry. This is an advantage that equips students to tackle issues they are genuinely interested in instead of learning within a narrow scope of formal or aesthetic interest. The Photo Media faculty completely supported me in following my own interests and now I'm making work that is taking me in an exciting new direction."



Tessa Ramsden

OUR STAFF

BECKY NUNES –

MFA

HOD Photo Media

Becky Nunes graduated with a BA in film and literature from Warwick University, England. Nunes also holds an MFA in photography, 1st class Honours, from Whitecliffe College of Arts and Design. She is an NZIPP master of photography. Nunes is a founding member of photography collective Tangent. Utilising still photography and film as tools of co-authorship with place, Nunes's work operates in the complicated areas of land use, transgression and redemption. In her previous role as respected commercial and editorial photographer, Nunes has worked with numerous publishers, designers and advertising agencies over a substantial period of time. Her images have won awards and been published locally and overseas. Her work has been shown in both group and solo exhibitions, and is held in several private collections.

In 2012 and 2014 Nunes was a finalist in the national Wallace Art Awards. More recently she has produced and directed several short films, including Pictures on Paper (2015) and Open Home (2016). Most recently Nunes has completed a self-funded feature-length documentary film This Air is a Material (2016) that examines the life and work of photographic artist Ann Shelton. This significant project indicates the continuing development of Nunes' direction into moving image. Nunes is currently Head of Department: Photo Media at Whitecliffe College of Arts and Design in Auckland, Aotearoa.

www.beckynunes.co.nz

DAVID COWLARD –

MA

Lecturer Photo Media

David Cowlard is a documentary and editorial photographer, digital producer, writer and field recordist. He is widely published internationally and has worked for leading architectural and design magazines in the UK, Europe and the US.

David graduated from Sheffield Hallam University with a BA Hons in the History of Art, Design and Film in 1994 and in 2009 he completed a Masters by Research at Kingston University in the UK with a thesis entitled Photourbanism: Documentary Photography and Urban Thinking. Before relocating to Auckland, he taught at a number of educational institutions including the Architecture Association in London, the University of Brighton and Camberwell College of Art & Design.

David's current work and research is centred on a documentary based interest in urban living and includes an ongoing exploration of how audio slideshows, moving image and recorded sound can influence a critical engagement with architecture and the built environment. His interest in multidisciplinary work has also led to his curating a social media / photographic project for the Southbank Centre in London and co-producing a series of radio programmes on radical political cinema with singer songwriter Laetitia Sadier (Stereolab, Monad) for Resonance 104.4fm.

EMIL MCAVOY –

MA

Lecturer Photo Media

Emil McAvoy is an artist, academic and arts writer. His research examines histories and concepts of the social and cultural roles of artists, critically engaging the artist as medium, activist, citizen and public intellectual. His work directly addresses contemporary cultural and political issues circulating in the public sphere, and manifests in a range of media including photography, video, painting and text.

Emil graduated with a Bachelor of Visual Arts from the Auckland University of Technology in 2002, and a Master of Fine Arts (First Class Honours) from the Elam School of Fine Arts, University of Auckland, in 2013.

He is the recipient of several awards and scholarships, including the Archives New Zealand 50th Anniversary Scholarship (2009), Wallace Art Award (2011), University of Auckland Summer Research Scholarship (2010-11), and finalist in the New Zealand Painting and Printmaking Award (2016), National Contemporary Art Award (2007, 2014), and Glaister Ennor Graduate Art Award (2013).

Emil has exhibited, screened and performed work across New Zealand and is represented in public and private collections. He works in the education sector and in diverse roles within national public galleries, libraries, archives and museums.

emilmcavoy.com

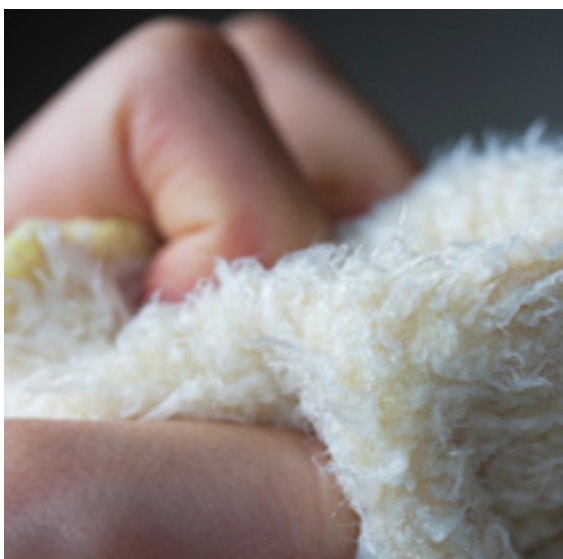
LEON MITCHELL –

BFA

Lecturer Photo Media

Leon Mitchell graduated from Whitecliffe College of Arts & Design in 2006 with a BFA majoring in Photography. He has been a lecturer and Photo Media Department technician at Whitecliffe since 2007 and currently lectures in the Year One Photo Media and Design Programmes. Leon has participated in a number of group exhibitions in Auckland and a faculty exhibition at Mont Claire State University in New Jersey. His main area of theoretical interest is centred around the production and consumption of images in the contemporary visual environment.

Leon has a wide breadth of knowledge that encompasses studio lighting, darkroom processes and camera functionality. As former Whitecliffe Photo Technician, and now in his role as Year One Programme Coordinator Leon is a key member of the Photo Media team.



Kelvin Tse

AWARDS AND RECENT EXHIBITIONS

STUDENT / ALUMNI AWARDS

Eden Arts Art Schools Award

2017 Highly Commended – Peng Chen

2016 Winner – Yann-Ru Yang

Eden Arts Young Artists Award

2016 – Rainer Weston

2014 – Rainer Weston

NZ Photobook of the Year Awards

2017 Finalist – Shelley Ashford

2017 Finalist – Bronwyn McKenzie

2016 Highly Commended – Georgia Periam

2016 Finalist – Shelley Ashford

NZAAT Emerging Artist Award

2015 Winner – Mish O'Neill

2013 Winner – Helen Clegg

NZAAT Art Awards

2013 Winner – Helen Clegg

Glaister Ennor Graduate Art Awards

2015 Special Award – Alexa Mickell

2012 Barfoot and Thompson Award Winner – Tracey Porteous

Auckland Photography Festival Commission

2016 Finalist – Helen Clegg

2013 Finalist – Anita Jacobsen

AIPA Image Nation

2012 Winner – Laura Evans (Year 4)

Eyetime Photo Awards - Future Voices

2014 Winner – Rainer Weston

Auckland Regional Parks Residency

2014 – Denise Batchelor

Waikato River Art Awards and Residency

2014 – Denise Batchelor

FACULTY

Becky Nunes – HOD

Awards –

Wallace Art Trust Awards

2012, 2014 Finalist and travelling exhibition

Exhibitions –

This Air is a Material: DocEdge Festival 2017, Best Doc Feature Finalist

Pictures on Paper: Tangent film productions short film, screened at Auckland Photo Festival 2015, (Directed by Becky Nunes & Anita Totha)

_on this site: Group show. Curated by Kelly Hussey Smith. The Hold Artspace, 274

Montague Rd, West End, Brisbane, Australia

Carr, Cowlard, Nunes: Group faculty show, Pearce Gallery, St Georges Bay Rd, Parnell, Auckland

#GRTSTHRD: Group show. Artstaion Mar 13-June 7 2014

Solo show. Nkb gallery Co-orbital June 3-23 2014

Vernissage: Group show. Gallerie Pavlova, Berlin, May 14

Tattoo: Museum für Kunst und Gewerbe Hamburg Feb 2015

Gow Langsford Window Project October 2012

Te Tuhi Billboard Commission 2013

Yoon Tae Kim – Lecturer

Awards –

National Contemporary Art Award

2016 Finalist

Wallace Art Trust Awards

2013 Finalist and travelling exhibition

Waikato Contemporary Art Awards

2013 Finalist

Richard Malloy – Lecturer

Awards –

Wallace Arts Trust Awards - Fullbright Award

2009 Winner

Waikato Art Awards

2008, 2009 Finalist

VISITING ARTISTS

VISITING ARTISTS, LECTURERS AND GUESTS

Thomas Dworzak
Lisa Reihana
Dane Mitchell
Tanya Ecclestone
Yvonne Todd
Fiona Amundsen
Richard Maloy
Geoffrey Heath
Gavin Hipkins
Peter Madden
Edith Amituanai
Anita Totha
Harvey Bengé
Peter Evans
Richard Orjis

PROFESSIONAL PRACTITIONERS

Anna Miles
Aaron K
Nick Tressider
Matt Blamires
James Madelin
Simon Devitt
James Pinker
Briar March



Allison Johnston

HOW TO APPLY



APPLICATION

Apply on-line or download an application form from the Whitecliffe website:
www.whitecliffe.ac.nz/admissions/

INFORMATION PACK / ENQUIRIES

An application pack can be requested by emailing or phoning Reception:
Email **info@whitecliffe.ac.nz**
Phone + 64 9 309 5970

Programme enquiries:
enquiries@whitecliffe.ac.nz

APPLICATION CLOSING DATE

Applications for the BFA programme commencing in February close on October 31 of the previous year. Applications received

by the closing date will be given preference. Applications received after this date will be considered subject to places available. Whitecliffe encourages prospective students to apply as soon as possible. Prospective students considering their options can make an appointment to discuss their goals and arrange a tour of Whitecliffe.

- Copy of Birth Certificate or Passport
- Tertiary Transcripts (if applicable)
- Passport Photo
- Secondary School Records (if applicable)
- Letter of Intent

Once an application has been submitted applicants will be invited to an interview with faculty from the programme to which the applicant has applied. The Admissions Board assess each application and applicants will be advised of the outcome within three weeks.

THE INTERVIEW – WHAT DO YOU NEED TO BRING?

Applicants must bring to their interview a portfolio containing 12 – 24 representative samples of their work that reflect their creative skills and potential. These can be in any medium e.g. digital images, paintings, drawings, sketches or workbooks. Applicants should aim to present a range of media (if possible) evidencing colour, technique, composition and creative skills. Include works that illustrate strengths. It is recommended that applicants also include a workbook to demonstrate the development of their ideas.

ADMISSION REQUIREMENTS

NCEA University Entrance or equivalent CIE/IB award. Note that Discretionary Entrance is available to students who have gained exceptional marks in NCEA Level 2 and wish to embark on higher level study. These students must display a high level of motivation and maturity.

Some of the above academic requirements may be waived for students over 20 years of age.

Domestic students must be 17 years of age during first year of study.

INTERNATIONAL STUDENTS

- International students must be at least 18 years of age during their first year of study. Where the student will be under 18 years of age for part of their first year of study they must have evidence of a guardian domiciled in Auckland.
- International students must have a minimum English language level of 6.0 IELTS or equivalent. English language testing can be organised by Whitecliffe in conjunction with one of our partner English language schools.
- Interviews of International students can be conducted by phone or skype. Portfolios can be provided in digital format.
- The following pages on the Whitecliffe website have more detailed information
<http://www.whitecliffe.ac.nz/international/admissions/>
<http://www.whitecliffe.ac.nz/international/application/>

RECOGNITION OF PRIOR LEARNING (RPL)

Advanced standing may be given to any student with evidence of prior tertiary study or professional experience in arts and design. Applicants wishing to be considered for advanced standing, RPL or cross crediting of previous studies at other New Zealand or overseas tertiary institutions should include this request in their application and provide certified copies of academic transcripts.

PROGRAMME COMMENCEMENT

There is one intake each year in mid-February.

FROM THE PRESIDENT

More than three decades ago my husband Greg Whitecliffe and I had a vision of a professional, career-oriented, research-driven independent art school. Through the hard work and passion of students and staff, Whitecliffe College of Arts and Design has fulfilled that vision and goes from strength to strength.

While numbers have steadily increased over the years, with many different cultures and nationalities represented, one of our points of difference continues to be the individual attention afforded by our small classes and high teacher to student ratio. Whitecliffe's topical curriculum, leading-edge technology and equipment, along with our extensive industry and academic networks make for a vibrant educational and creative environment.

We are proud of the many student successes. Whitecliffe students and graduates have performed well in local and national competitions. The strong academic grounding, creative opportunities and focus on professional practice offered by a Whitecliffe education give our students the qualifications and experience to secure employment, start businesses and to build careers both locally and internationally.

Beyond the study experiences available at Whitecliffe, and supported by the Greg Whitecliffe Memorial Charitable Trust, many students are benefiting from scholarships and prizes enabling them to have international experiences at universities and institutions in Australia, America, Europe and China, and there are plans to extend these opportunities in the future.



It is truly rewarding to be able to support those students who work hard and show talent. We look forward to these exceptional students becoming the innovative leaders of the future.

The teaching faculty is comprised of the very best practitioner educators, career artists, designers and researchers. Whitecliffe scored highly in a recent national performance-based research review and faculty members contribute at the highest levels in their industries. Guest lecturers and visiting scholars of international standing enhance all of the programmes and the reputation of Whitecliffe and its teachers allows students to enjoy internships, work experience and industry placements.

The 21st Century is calling for creative innovators, critical thinkers, compassionate, humane contributors and versatile, skilled communicators. We strive to prepare our students for the many exciting challenges that comprise our collective future. Students come from all over New Zealand and the world and find themselves in a stimulating and caring atmosphere that encourages them to perform at their very best. I encourage you to consider what Whitecliffe can offer, and challenge you to join our busy and rewarding Whitecliffe community – Ars Vita Est.

– Michèle Whitecliffe

art is life