



MEDIA RELEASE

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Raffles students enter World Photography Awards

A black and white shot of Sydney Harbour Bridge and a close-up of an Australian Sea Lion saw Raffles College represented at the 2009 Sony World Photography Awards in France.

First-year Bachelor of Arts (Visual Communication) student Jasmine-Lee Downie and recent graduate Michaela Skovranova each had a photo accepted into the prestigious Student Focus competition.

In accordance with the 'Eco' theme of this year's competition, Downie and Skovranova both submitted photos with a strong message about environmental change.

Downie's photo, "Better Off Walking" shows a commuter crossing the Sydney Harbour Bridge on-foot while peak-hour traffic streams past. Downie said the image represents people's over reliance on cars for short trips, despite the negative air-pollution effects.

"Blinky" the Australian Sea Lion captured on film by Michaela Skovranova is another victim of human impact on the environment.

"Australia currently has the worst rate of mammal extinction in the world", says Skovranova.

"One species severely affected is the Australian Sea Lion. Occurrences such as entanglement in discarded fishing gear, suffocation from rubbish mistaken for food items and fatal injuries caused by boat trauma are becoming increasingly common." Said Skovranova.

One of the largest events of its kind, The World Photography Awards (WPA) is a combination of exhibitions, awards schemes, student programmes and a gala awards ceremony held in April during the **Palais des Festivals in Cannes, France**.

The Awards celebrate applied photography in all areas, from fashion, advertising and sport to humanistic and documentary photography of people, social, cultural and current affairs to the environmental image of landscape, wildlife and ecology.

Raffles was among nine Australian universities represented in the Sony WPA University Programme.

Raffles College of Design and Commerce in North Sydney specialises in programs in Design, Visual Communication and Commerce (from Certificate to Masters level). Study specialisations include: Fashion Design, Fashion Marketing, Games Design, Animation, Moving Image (TV & Film), Graphic Design, Interior Design, Multimedia Design, Photography, Design Management, Marketing, Tourism, Finance, Hospitality and Management.



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