

Internship Program

Graphic Design

A man with glasses and a beard is shown in profile, focused on a tablet device. He is wearing a white long-sleeved shirt. The background is a blurred office or studio environment with a laptop and other equipment. The image is overlaid with a diagonal split: the top-left portion is white, and the bottom-right portion is a dark teal color. The text 'tech' is located in the bottom right corner of the white area.

tech



tech

Internship Program
Graphic Design

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01 Introduction

Thanks to digitalization and the relevance that the visual section has acquired in today's society, Graphic Design has positioned itself as a booming sector in recent years. Thus, thousands of companies require excellent corporate images or advertising compositions to attract the attention of their potential customers. As these creations are the work of graphic designers, these experts are becoming more and more precise. For this reason, TECH has created this program, with the aim of providing students with the most up-to-date skills in this discipline and placing them at the forefront of Graphic Design. During 3 weeks, the expert will carry out the internship in a prestigious company in this field to, together with the best professionals, assimilate new techniques in the use of Adobe Photoshop or Adobe Illustrator.



You will learn, through this Internship Program, the new techniques that allow you to extract the maximum performance from your graphic creations in softwares such as Adobe Photoshop or Adobe Illustrator”





Graphic Design is present in everyone's daily life. The corporate image of companies, their advertising posters or the visual appearance of their web pages are developed by specialists in this discipline. All these aspects condition the recognition of the brand by the public, giving it a prestige that translates into an increase in sales in the medium and long term. Therefore, those designers who perfectly handle the updated compositional techniques of this discipline have a wide range of professional opportunities today. Because of this, TECH has created this program, with the objective of providing the expert with the most advanced competencies in the field of Graphic Design.

Throughout 3 intensive weeks, the student will work in a prestigious company in this field, to put into practice the most avant-garde artistic procedures in the sector. During this period of time, integrated in a work team made up of the best specialists, you will identify the interrelation existing in the digital era between Graphic Design and other areas. You will also learn how to create an editorial project from scratch with InDesign or assimilate the most effective strategies for creating your own design style, among other things.

Throughout his practical experience, the student will be accompanied by a tutor specifically designated for him, who will be in charge of resolving any doubts and concerns that may arise during his 120 hours of learning, as well as ensuring that his teaching meets his professional objectives. Therefore, this program is presented as an excellent opportunity for those experts who wish to enhance their skills and boost their growth in the field of Graphic Design.

02

Why Study an Internship Program?

The area of Graphic Design requires knowledge of the most avant-garde techniques and compositional tools, but mastering the mechanisms to put them into practice is essential to promote professional growth. For this reason, TECH has created this innovative program, which will allow graphic designers to apply the latest advances in their sector in a first class company, in a 100% practical way. During 3 weeks, surrounded by the best experts in this field, you will acquire updated creative strategies to include in your work methodology.



TECH offers you an incomparable professional opportunity, since you will be able to spend 3 weeks in a prestigious company dedicated to Graphic Design to assimilate and use the most updated techniques and tools in this field"

1. Updating from the latest technology available

The world of Graphic Design has evolved in recent years thanks to the emergence of new digital tools, work methodologies or creative techniques that allow to extract the maximum performance from each composition. Because of this, and with the intention that the designer masters in a practical way all these advances, TECH has created this program.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

The large team of professionals that will accompany the designer throughout the practical period is an excellent qualitative endorsement for this program. With a specifically designated tutor, the student will handle compositional techniques and strategies in a state-of-the-art environment, which will allow them to incorporate all the most up-to-date practical knowledge into their work methodology.

3. Entering first-class professional environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, the specialist will have guaranteed access to a prestigious company in the area of Graphic Design. In this way, you will be able to experience the day-to-day work in this area, always using the most up-to-date techniques and creative tools.



4. Putting the acquired knowledge into daily practice from the very first moment

In the academic landscape, the vast majority of educational programs offered to students lack real utility in the professional world. Given this circumstance, TECH has opted to offer an innovative learning model, 100% practical, which will allow the student to handle and apply the most effective techniques in Graphic Design in just 3 weeks and in a highly prestigious work environment.

5. Expanding the Boundaries of Knowledge

TECH offers the possibility of carrying out this Internship Program in centers of international importance. In this way, the designer will be able to expand his frontiers and catch up with the best professionals, who work in first class Graphic Design companies and in different continents. A unique opportunity that only TECH could offer.



*You will have full practical immersion
at the center of your choice"*

03 Objectives

The purpose of this Internship Program is to improve the professional's performance in creative procedures related to the area of Graphic Design, adjusted to the objectives and requirements of the projects or company. Applying the latest trends and procedures in the sector, so that you can offer a better performance in your career. Thus, upon completion of this program, you will be able to create complete graphic projects in any communicative context with the mastery of different tools and teamwork.



General Objectives

- Develop a complete graphic design project
- Determine the appropriate tools for its development
- Define the most suitable techniques for each graphic communication situation
- Carry out the whole process of creation of pieces, adapting them to different formats



Through this program, you will assimilate the latest tools available to undertake various Graphic Design projects"





Specific Objectives

- ♦ Acquire the capacity to observe, organize, distinguish between and manage color
- ♦ Apply the psychological and semiotic foundations of color in design
- ♦ Capture, manipulate and prepare color for its use in physical and virtual supports
- ♦ Understand the basic principles of composition and structure that articulate image, graphics, and sound over time, as well as the nature of image and motion graphics
- ♦ Design and produce visual communications with a clear and specific purpose, applying transformations and spatio-temporal effects with narrative intentions for specific projects
- ♦ Develop spatial capacity, analyzing the shapes that are constructed in the environment
- ♦ Understand and analyze the emotional component that is attributed to certain shapes
- ♦ Identify the fundamentals of editorial design in the print and digital context
- ♦ Create eye-catching visual communications that meet today's graphic criteria
- ♦ Using tools such as Adobe InDesign to project your own graphic ideas
- ♦ Manage the most used digital tools in the field of Graphic Design
- ♦ Apply basic elements of project organization and management
- ♦ Manage the theoretical and practical tools and strategies for corporate and institutional communication management in all types of organizations
- ♦ Develop a regulated system of basic graphic standards based on visual identity/brand elements
- ♦ Correctly apply usability and interactivity criteria in audiovisual narrations
- ♦ Master techniques, methods, tools and networks to promote personal work
- ♦ Use the syntactic principles of graphic language to clearly and accurately describe objects and ideas
- ♦ Know and apply the fundamental aesthetics of typography
- ♦ Mastering the correct arrangement of texts in the design object
- ♦ Carry out professional works based on typesetting



Enhance your knowledge in Graphic Design with the practical activity in the best computer and video game centers selected by TECH for this training”

04

Educational Plan

This Internship Program in Graphic Design is planned for the professional to have an intense 3-week learning journey in a center specialized in this branch of design. The stay will be from Monday to Friday, 8 continuous hours. This ensures that the professional can acquire and reinforce his or her knowledge without interruption, in a fluid manner.

In this training proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary for the development of the latest techniques in Graphic Design adjusted to market trends and according to the different sectors, and which are oriented to the specific training for the exercise of the activity.

It is undoubtedly a great opportunity to learn by working, putting into practice knowledge and skills with the possibility of seeing first hand the procedures used in professional centers for Graphic Design, by means of state-of-the-art equipment and the best specialized personnel.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Graphic Design (learning to be and learning to relate).



Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential”



The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Introduction to Color	Create different graphic pieces, using different colors based on the emotions to be conveyed by each one
	Design graphic pieces, applying the different color theories in each one of them
Editorial Design	Generate a graphic work oriented to printed editorial media
	Create a graphic composition intended for digital editorial media
	Creating an editorial project from scratch with InDesign
Design Methodology	Create your own work methodology, based on a series of objectives that you wish to achieve
	Resolve any problems that may arise in the work methodology, establishing a needs analysis for this purpose
	Perform and prepare a design briefing
Graphic Design	Undertake Graphic Design works oriented to different sectors of the activity
	Create your own Graphic Design style
	Use the most popular Graphic Design tools such as Adobe Lightroom or Adobe Photoshop
Corporate Image	Create and modify the design sketches of the corporate image of a company
	To design the final corporate image of a company, taking into account the message and the perception it wishes to convey
	Manage the corporate identity manual, detecting construction standards and relevant graphic elements

05 Where Can I Do the Internship Program?

In order to provide the best practical learning experience for the student, TECH has selected the best centers that open their doors by making all their resources available to enable the training of professionals with great conviction and passion. You will be able to update your knowledge by having access to real cases together with an expert team and the latest design technology.



TECH has selected the best centers to carry out your internship with the availability of technical and human teams specialized in Graphic Design”





The student will be able to do this program at the following centers:



Design

Goose & Hopper México

Country City
Mexico Michoacán de Ocampo

Address: Avenida Solidaridad Col. Nueva Chapultepec Morelia, Michoacan

Advertising, design, technology and creative agency

Related internship programs:

- Digital Communication and Reputation Management
- Organic 3D Modeling



Design

Happy Studio Creativo

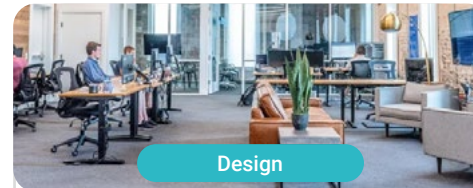
Country City
Mexico Mexico City

Address: Limantitla 6A Santa Úrsula Xitla Tlalpan 14420 CDMX

Creative company dedicated to the audiovisual and communication world.

Related internship programs:

- Digital Photography
- Audiovisual Screenwriting



Design

Estudio 630

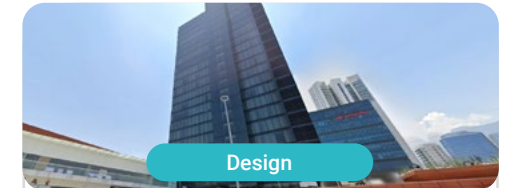
Country City
Mexico Mexico City

Address: Av. Santa Fe 428-Piso 15, Lomas de Santa Fe, Contadero, Cuajimalpa de Morelos, 05300 Ciudad de México, CDMX, México

Creative company for digital media

Related internship programs:

- Graphic Design
- Website Management Engineering



Design

Futurité

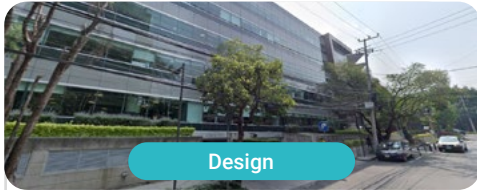
Country City
Mexico Nuevo León

Address: Av. José Vasconcelos 345 piso 21 Col. Santa Engracia San Pedro Garza García Monterrey Nuevo León

Web analytics, graphic design and software company

Related internship programs:

- MBA in Digital Marketing
- Graphic Design



Design

Break Point Marketing

Country City
Mexico Mexico City

Address: Calle Montes Urales 424 4to piso lomas- Virreyes, Lomas de Chapultepec, Miguel Hidalgo C.P 11000 CDMX

Creative company specialized in Digital Marketing and communication

Related internship programs:

- MBA in Digital Marketing
- Graphic Design



Design

Tribalo

Country City
Mexico Querétaro de Arteaga

Address: Ignacio Pérez Sur N°49 El Carrizal Querétaro

Advertising and Digital Marketing Agency

Related internship programs:

- MBA in Digital Marketing
- Advertising Communication



Design

Innovación Gráfica

Country City
Mexico Mexico City

Management: Calle Juan de Dios Peza N° 115, Col Obrera, CP. 06800, CDMX

Entity specialized in marketing and commercial architecture

Related internship programs:

- Graphic Design
- Sales and Marketing Management



Design

Gaming Partners

Country City
Mexico Mexico City

Management: Poniente 75 Col. 16 de septiembre Alcaldía Miguel Hidalgo

Company specialized in gaming marketing and videogame development.

Related internship programs:

- People Management
- Sales and Marketing Management



Design

Grupo Neo

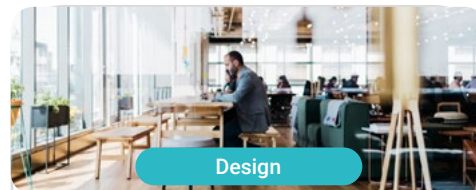
Country City
Mexico Querétaro de Arteaga

Address: Fernando Soler 118 Col. La Joya Querétaro C.P. 76180

Company specialized in Graphic Design and creative works.

Related internship programs:

- MBA in Digital Marketing
- Graphic Design



Design

The We Company

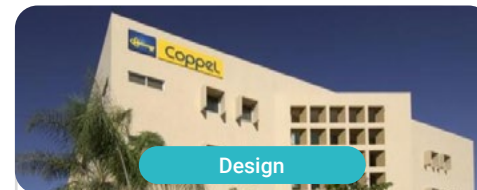
Country City
Mexico Querétaro de Arteaga

Address: Juan N. Frías 19, del Parque, Constituyentes, 76147 Santiago de Querétaro, Qro., México

Digital Marketing Agency

Related internship programs:

- Graphic Design
- Social Media Management: Community Manager



Design

Coppel

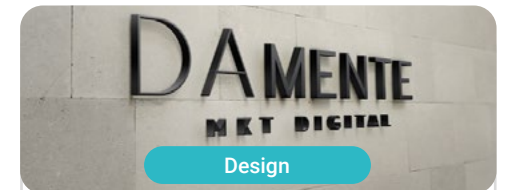
Country City
Mexico Sinaloa

Management: República 2855 Los Alamos, Col. Recursos Hidráulicos 80105 Culican Rosales Sinaloa

Company specialized in financial and advisory services

Related internship programs:

- MBA in Digital Marketing
- Graphic Design



Design

Damente Digital

Country City
Mexico Mexico City

Management: Av. Coyoacán 931 Col. Del Valle Centro, Benito Juárez C.P. 03100 CDMX

Digital Marketing, communication and advertising agency

Related internship programs:

- Graphic Design
- MBA in Digital Marketing



Design

Grupo Fórmula

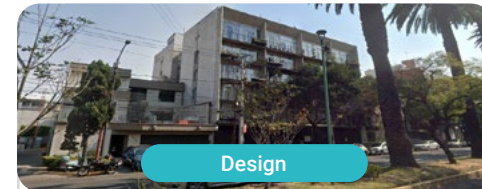
Country: Mexico City

Management: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

Related internship programs:

- Graphic Design
- People Management



Design

Amperson

Country: Mexico City

Management: Dr. Vertiz 652, int 302, Narvarte Poniente, Benito Juárez, 03023, Ciudad de México, México

Digital Marketing and Communication Agency

Related internship programs:

- Graphic Design
- MBA in Advertising and Public Relations Management



Design

Piensamarketing

Country: Argentina City: Río Negro

Address: Campichuelo 580 (8400), Ciudad de Bariloche, Río Negro

Social and digital marketing and communication agency

Related internship programs:

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing



Design

Amplifica

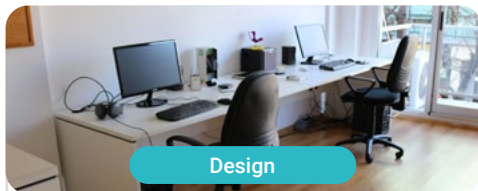
Country: Argentina City: Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for effective communication and positioning promotion

Related internship programs:

- Advertising Communication
- Graphic Design



Design

Buppa

Country: Argentina City: Autonomous City of Buenos Aires

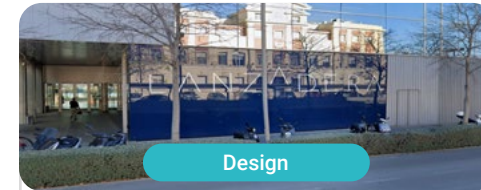
Address: Palpa 3088, piso 1 Ciudad Autónoma de Buenos Aires

Digital marketing and communication studio

Related internship programs:

- Graphic Design
- Multimedia Design





Goose & Hopper

Country
Spain

City
Valence

Address: La Marina de Valencia, Muelle de la Aduana S/N Edificio Lanzadera 46024

Advertising, design, technology and creative agency

Related internship programs:

- Digital Communication and Reputation Management
- Organic 3D Modeling



Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology”

06 General Conditions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07 Certificate

This **Internship Program in Graphic Design** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery*.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Graphic Design**

Duration: **3 weeks**

Attendance: **Monday to Friday, shifts of 2 consecutive hours**

Total Hours: **120 h. of professional practice**



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Graphic Design

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