

# Internship Program

## Multimedia Design



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Internship Program  
Multimedia Design

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# 01 Introduction

The perfect combination of the tools used in communication, design, advertising and new technologies has given rise to Multimedia Design. Thanks to it, nowadays there are more impacting and attractive marketing campaigns that are shown through different media, but especially digital. Its great potential has made that specialists in this field are widely demanded. However, the constant technical advances and new trends require constant updating and practical knowledge. That is why TECH offers this Internship Program in a reference entity of the sector, which will give the professional the opportunity to approach a creative environment, which will allow him to be updated on the latest developments in this field.



*During this Practical Training you will specialize in audiovisual production using the stop motion technique"*





The great communicative power of the image has been enhanced in recent years by the use of graphic design software, which has made it possible to create 2D or 3D animations with a great visual and commercial impact. This is why mastering the main tools and computer programs has become essential for the multimedia designer. Their multidisciplinary work is widely recognized by companies in the sector, but it requires excellent creative skills and information on current trends.

In this scenario, this academic institution has created this Practical Training, which seeks to give students the knowledge they need to be able to perform successfully in the field of Multimedia Design. Throughout an internship program in a creative company of global prestige, the student will develop various skills. Among them, they will delve into the most current strategies for the choice of colors and typographies according to the characteristics of the audiovisual project to be produced. Additionally, they will analyze current trends in language, culture and digital photography. They will also learn how to integrate designs in Adobe After Effects and handle other computer programs of varying complexity.

To this end, students will have a 3-week stay in a relevant company in the sector, where they will be tutored by specialists who have a perfect command of the concepts, keys, working methods and essential techniques for developing successful multimedia projects. These institutions are distinguished for having the most powerful software and creative tools with the best results in the field of Multimedia Design. In conclusion, it is an exceptional environment to be able to grow in an expanding sector.

# 02

## Why Study an Internship Program?

Multimedia Design has wide potentialities and, every day, they are more and more requested by diverse companies, related to the creation of audiovisual and web contents. Likewise, new information technologies have brought with them valuable creative tools that constantly update this discipline. For this reason, TECH has devised a Practical Training that includes the main software, work techniques and creative trends that mark this professional scenario. This knowledge will be acquired by the student from the hand of great experts, based in companies of international prestige.



*Through this educational modality, you will develop practical skills that will distinguish you from other professionals in the field of design for your ability to solve problems and innovation"*

### 1. Updating from the latest technology available

Through this program, the student will handle different computer applications dedicated to character animation. Among them is Adobe After Effects, as well as Blender, for the creation of 3D characters for short and feature films. They will also master the integration of several of these design tools to develop much more finished projects.

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

During this hands-on learning opportunity, students will acquire professional skills alongside the best experts in Multimedia Design. These specialists have a distinguished track record in the creation of animated short films and other audiovisual projects. In this way, students will gain a deep understanding of the scope of this work discipline.

### 3. Enter into first-rate Multimedia Design environments

For its Practical Training, TECH meticulously chooses the institutions where it will send its students for 3 weeks of intensive learning. In these companies, students will delve into the dynamics that define the daily work practice of a professional area as demanding, rigorous and exhaustive as Multimedia Design.



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

In order to facilitate the assimilation of professional skills for its students, TECH has created a 100% practical learning model. This program is a complete departure from other academic curricula where long hours of theory are the norm. Therefore, the skills acquired will be of great use to the student in their future work practice immediately.

#### 5. Expanding the Boundaries of Knowledge

This TECH Practical Training can be carried out from centers of international scope. In this way, the student will extend their horizons from the holistic understanding of the productive routines of this sector in other continents. This opportunity, unique of its kind, is only possible thanks to the wide network of contacts and agreements available to the largest digital university in the world.



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

# 03

## Objectives

With this Practical Training, TECH seeks for students to update their technical knowledge and skills necessary to successfully develop in Multimedia Design. To do this, it offers this stay in companies that stand out in this field for their professionalism and their ability to create attractive projects through the use of the latest technology in the field of design and audiovisual language. The teaching team of this academic institution will supervise the activities carried out by the professional in order to achieve the objectives set.



### General Objectives

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- ♦ Create audiovisual narratives, correctly applying usability and interactivity criteria, as well as animations with their own personality and style
- ♦ Mastering the aesthetic techniques and technological resources of design, which can develop a visual and graphic style with its own identity
- ♦ Carry out professional works starting from the typographic, chromatic and photographic composition of a specific project







## Specific Objectives

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- ♦ Write, develop, produce and coordinate digital design projects in the field of art, science and technology
- ♦ Mastering graphic compositing for television using After Effects
- ♦ Integrate After Effects design into different types of graphics projects
- ♦ Understand what cartooning is and analyze its development throughout graphic history
- ♦ Manage the means available for the development of 2D animation
- ♦ Interrelate 2D and 3D work environments for specific projects
- ♦ Learn how to make an audiovisual production using the stop motion technique
- ♦ Identify the basic characteristics of 3D rendering systems
- ♦ Model, illuminate and texture 3D objects and environments
- ♦ Apply the fundamentals on which the different types of projection are based to the modeling of three-dimensional objects
- ♦ Know 3D modeling programs and specifically Blender
- ♦ Handle the basic lighting and measuring equipment in photography
- ♦ Apply the aesthetic fundamentals of typography
- ♦ Analyze the layout of texts in the design object

# 04

## Educational Plan

Undoubtedly, the professional who enters this program of Practical Training in Multimedia Design will be able to enter a professional environment that will provide all the necessary knowledge to advance in their career. Therefore, through a 3-week stay, from Monday to Friday with 8-hour consecutive days, the student will be tutored by specialists from a leading company in the sector, who will guide and guide them through the most appropriate techniques and tools for the creation and design of graphic projects.

This will allow them to acquire real professional experience, which will lead them to learn the working methods used in the development of digital photography, 2D animation design and 3D modeling or the main technological resources used for the execution of any multimedia project.

In this training proposal, of a completely practical nature, the activities are aimed at the development and improvement of the necessary skills for the provision of multimedia design services in companies that require a high level of qualification, and are oriented to the specific training for the exercise of the activity, in a creative, technological environment and a high professional performance.

The professional is therefore facing an excellent opportunity to learn by working hand in hand with the best in this field and also be updated on the latest developments on the audiovisual language, the quality required for a successful project or enhance their creative and technical skills in an ideal scenario to improve skills in Multimedia Design.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of skill (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 skills for the praxis of multimedia 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
<b>Current trends in culture and audiovisual and audiovisual language</b>	Create audiovisual narratives, correctly applying usability and interactivity criteria
	Use information and communication technologies (ICT) in different contexts and from a critical, creative and innovative perspective
	Develop aesthetic sensitivity and cultivate the faculty of aesthetic appreciation
	Write, develop, produce and coordinate digital design projects in the field of art, science and technology
<b>Animation techniques linked to Multimedia Design</b>	Make an audiovisual production using the stop motion technique
	Build stories by defining characters, scenarios and events through the planning of a script of the animation and what will be developed
	Management the methodology of project-based learning: idea generation, planning, objectives, strategies, resources, testing, error correction
	Interrelate 2D and 3D work environments for specific projects
	Recognize the visual and compositional language in the development of an animation
<b>Technological tools of innovative application in Multimedia Design</b>	Integrate After Effects design into different types of graphics projects
	Manipulate 3D modeling programs and specifically, Blender
	Model, illuminate and texture 3D objects and environments
<b>Current strategies for color selection and typographies in Multimedia Design</b>	Capture, manipulate and prepare color for its use in physical and virtual supports
	Apply the psychological and semiotic foundations of color in design
	Implement typography to graphic processes in a coherent way
	Management the main syntax of graphic language and apply its rules to clearly and precisely describe objects and ideas
<b>Digital Photography in Multimedia Design</b>	Capture, manipulate and prepare the image for use in different media
	Create photographs for multimedia environments based on the fundamentals of photographic and audiovisual technology
	Apply the language and expressive resources of photography and audiovisuals

# 05 Where Can I Do the Internship Program?

Thanks to the rigorous selection made by TECH in the selection of companies for the completion of the Internship Programs, students will be able to obtain the most appropriate education in the field of Multimedia Design. Therefore, they will have the opportunity to expand their technical and professional skills in a reference entity in the sector, which has high-level specialists who will guide them in achieving their goals.

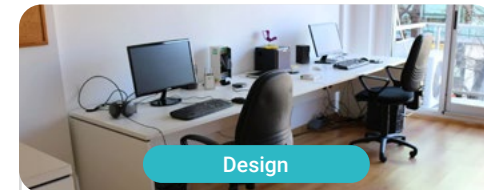


*Do your Practical Training in a relevant company, which will allow you to know in detail the most recent techniques used in Multimedia Design"*





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



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

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**Related internship programs:**

- Graphic Design
- Multimedia Design



Design

### Grupo Fórmula

Country	City
Mexico	Mexico City

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

Leading company in multimedia communication  
and content generation

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**Related internship programs:**

- Graphic Design
- People Management





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*You will learn first-hand about the reality of work in the area, in a demanding and rewarding environment”*

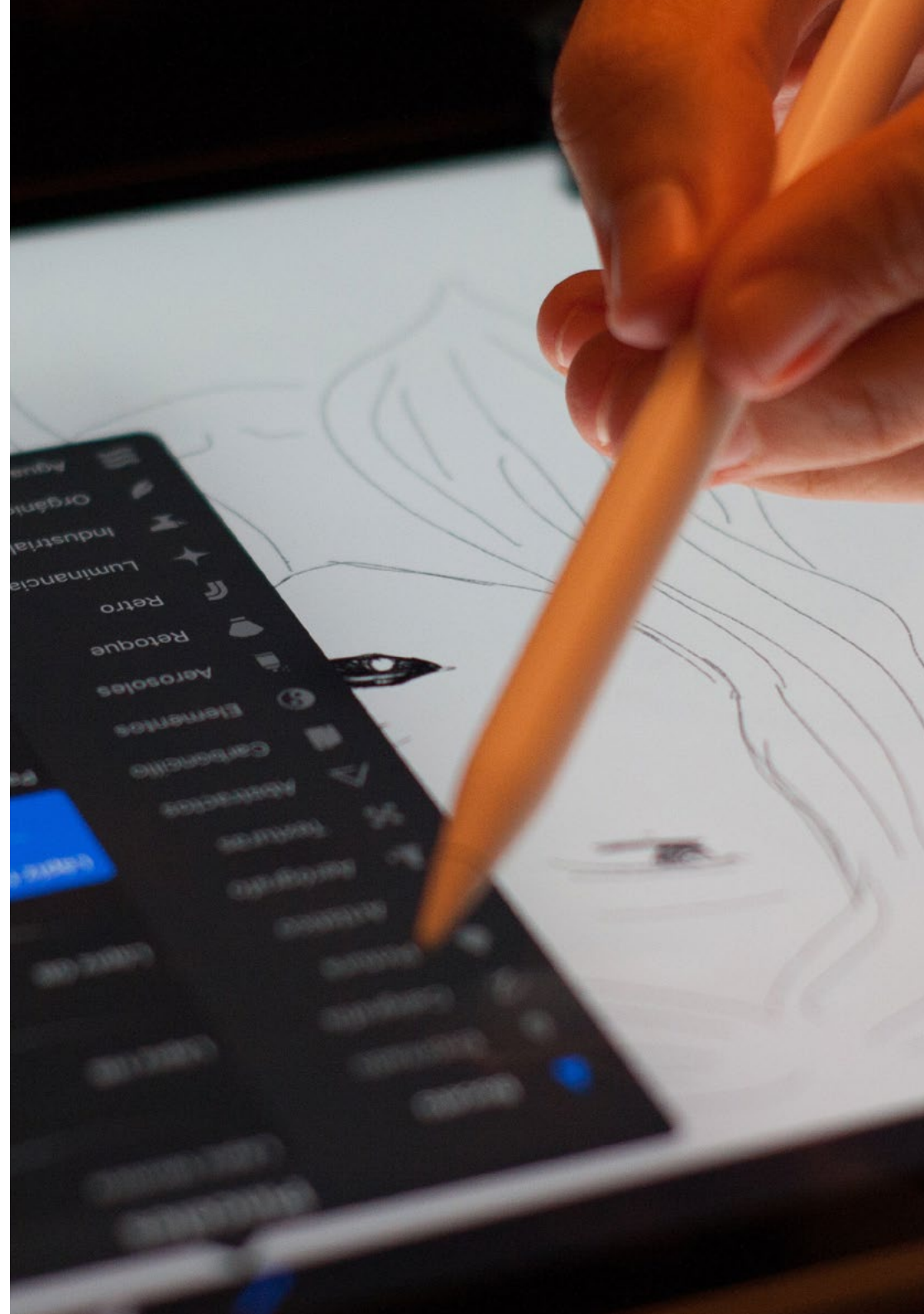
# 06 General Conditions

## 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 entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the Internship Program 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 Multimedia Design** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program 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 Multimedia Design**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

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



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