

Professional Master's Degree Graphic Design

Accreditation/Membership

The background of the slide is a blurred photograph of a hand holding a black pen, pointing at a color palette on a tablet. The palette consists of several circular and rectangular color swatches in various shades. The image is overlaid with a diagonal white line that separates the text area from the image area.

tech global
university



Professional Master's Degree Graphic Design

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/design/professional-master-degree/master-graphic-design

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 24

05

Career Opportunities

p. 28

06

Software Licenses Included

p. 32

07

Study Methodology

p. 36

08

Certificate

p. 46

01

Introduction to the Program

In Graphic Design, creative, communicative, and technical processes converge to construct effective visual pieces. However, the constant advancement of technologies, platforms, and aesthetic languages demands that professionals remain at the forefront of the field. For instance, new digital tools, usability criteria, and visual trends continuously redefine the industry's standards. Within this context, TECH Global University presents this innovative Postgraduate Certificate in Graphic Design, designed to equip students with the skills necessary to develop cutting-edge projects across a variety of sectors. All of this is offered through a fully online and flexible format.



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An exhaustive and 100% online program, exclusive to TECH, with an international perspective supported by our membership with The Design Society”

Graphic Design is one of the cornerstones of visual and strategic communication across multiple sectors. For this reason, companies and brands now more than ever require creative professionals capable of transforming ideas into functional, coherent, and visually impactful images. To seize these opportunities, professionals must acquire a significant competitive advantage that sets them apart from other candidates.

With this objective in mind, TECH has developed a pioneering Professional Master's Degree in Graphic Design. Designed by leading experts in the field, the academic pathway delves into the use of modern technological tools such as Adobe Photoshop. In line with this, the syllabus provides students with various techniques to diversify their visual creation processes through the study of color, form, and typography. Additionally, the program offers an in-depth analysis of the major milestones in the history of visual design and their influence on contemporary trends. As a result, graduates will acquire advanced skills to conceptualize, develop, and execute graphic projects from a comprehensive perspective.

This TECH program also adopts a 100% online methodology, allowing professionals to balance their studies with personal and professional commitments. The content is accessible 24/7 from any device with an internet connection. Moreover, the Relearning system facilitates deep and lasting understanding of key concepts through progressive reinforcement.

In this way, students can assimilate the material more efficiently and apply it effectively in real-world creative environments.

Thanks to TECH's membership with The Design Society (DS), students will become part of a global community dedicated to design and its study. They will have access to open-access publications and be able to participate in collaborative events. Additionally, the membership supports the maintenance of the society and its platforms, facilitating interaction and access to specialized resources for professional development in design.

This **Professional Master's Degree in Graphic Design** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical case studies presented by experts in Graphic Design
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection



You will delve into the design of efficient graphic solutions that communicate clear, coherent, and functional messages tailored to diverse audiences”

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You will master the use of modern digital tools such as InDesign to significantly enhance the quality of visual creations”

The faculty includes professionals from the field of Graphic Design, who bring to this program the experience of their professional practice, as well as renowned specialists from leading professional societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will apply the principles of color, form, and typography optimally in highly original graphic initiatives.

The Relearning system applied by TECH in its programs reduces the long hours of study so frequent in other teaching methods.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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*Study at the world's largest online university
and guarantee your professional success.
The future starts at TECH”*

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes

The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty

The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The official online university of the NBA

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The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



Leaders in employability

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03 Syllabus

The teaching content of this Professional Master's Degree has been designed by experts in Graphic Design. As a result, the syllabus will encompass topics ranging from color theory fundamentals to the creation of professional portfolios. In turn, the learning materials will provide essential guidance for mastering cutting-edge software such as Adobe Photoshop. In this regard, the syllabus will explore both the ethical and legal considerations associated with the responsible use of images. As such, graduates will be equipped to develop coherent, creative, and technically sound visual proposals across various formats and media.





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You will integrate sustainable and ethical practices throughout the entire Graphic Design process, promoting the social responsibility of organizations”

Module 1. Design History

- 1.1. Why Learn About the History of Design?
 - 1.1.1. Valuing History
 - 1.1.2. Anticipate the Future
 - 1.1.3. The Past Frees Us
 - 1.1.4. Conclusions
- 1.2. Considering "Design History" as a Discipline
 - 1.2.1. How Do We Make History Out of History?
 - 1.2.2. Background Information Considered
 - 1.2.3. Development of the Discipline: 70s, 80s and 90s
 - 1.2.4. The Object of Study in the History of Design
 - 1.2.5. Trends and Lines of Research
- 1.3. Industrial Revolution and Other Channels
 - 1.3.1. Consequences of the Industrial Revolution on Design
 - 1.3.2. Eastern Influence
 - 1.3.3. Arts and Crafts. William Morris
 - 1.3.4. Aestheticism
 - 1.3.5. *Art Nouveau*
- 1.4. Historical Overview I
 - 1.4.1. Viennese Secession
 - 1.4.2. Deutscher Werkbund
 - 1.4.3. Russian Constructivism
 - 1.4.4. The De Stijl Movement and Neoplasticism
- 1.5. Bauhaus
 - 1.5.1. What Is the Bauhaus?
 - 1.5.2. First Stage
 - 1.5.3. Second Stage
 - 1.5.4. Third Stage
 - 1.5.5. Basic Principles
 - 1.5.6. Influences
- 1.6. Historical Overview II
 - 1.6.1. *Art Deco*
 - 1.6.2. International Style
 - 1.6.3. Post-War Design
 - 1.6.4. The Ulm School
 - 1.6.5. The Swiss School
- 1.7. Functional and Functionalist
 - 1.7.1. The Functionalist View
 - 1.7.2. The Beautiful and the Practical
 - 1.7.3. Analogies of Functionalism
 - 1.7.4. Functionalism as a Style
- 1.8. Historical Overview III
 - 1.8.1. The New York School
 - 1.8.2. American Aerodynamism
 - 1.8.3. Scandinavian Design
 - 1.8.4. Democratic Design
- 1.9. Other Trends
 - 1.9.1. Pop
 - 1.9.2. *High-Tech*
 - 1.9.3. *Minimal*
 - 1.9.4. *Kitsch*
- 1.10. The Digital Era
 - 1.10.1. Information Revolution
 - 1.10.2. Computer-Assisted Design
 - 1.10.3. Biodesign, Neobiomorphism, Eco-Friendly Design
 - 1.10.4. The Digital Image and New Typography

Module 2. Introduction to Color

- 2.1. Color, Principles and Properties
 - 2.1.1. Introduction to Color
 - 2.1.2. Light and Color: Chromatic Synaesthesia
 - 2.1.3. Color Attributes
 - 2.1.4. Pigments and Colorants
- 2.2. Colors in the Chromatic Circle
 - 2.2.1. Chromatic Circle
 - 2.2.2. Cool and Warm Colors
 - 2.2.3. Primary Colors and their Derivatives
 - 2.2.4. Chromatic Relationships: Harmony and Contrast
- 2.3. Color Psychology
 - 2.3.1. Construction of the Meaning of a Color
 - 2.3.2. Emotional Load
 - 2.3.3. Denotative and Connotative Values
 - 2.3.4. Emotional Marketing. The Charge of the Color
- 2.4. Color Theory
 - 2.4.1. A Scientific Theory. Isaac Newton
 - 2.4.2. Goethe's Theory of Colors
 - 2.4.3. Joining Goethe's Color Theory
 - 2.4.4. Psychology of Color According to Eva Heller
- 2.5. Insisting on Color Classification
 - 2.5.1. Guillermo Ostwald's Double Cone
 - 2.5.2. Albert Munsell's Solid
 - 2.5.3. Alfred Hicethier's Cube
 - 2.5.4. The CIE Triangle (International Commission on Illumination)
- 2.6. Individual Study of Colors
 - 2.6.1. White and Black
 - 2.6.2. Neutral Colors. The Gray Scale
 - 2.6.3. Monochrome, Bichrome, Polychrome
 - 2.6.4. Symbolic and Psychological Aspects of Colors
- 2.7. Color Models
 - 2.7.1. Subtractive Model. CMYK Mode
 - 2.7.2. Additive Model. RGB Mode
 - 2.7.3. HSB Model
 - 2.7.4. Pantone System. The Pantone Color System
- 2.8. From Bauhaus to Murakami
 - 2.8.1. Bauhaus and its Artists
 - 2.8.2. Gestalt Theory of Color
 - 2.8.3. Josef Albers. The Interaction of Color
 - 2.8.4. Murakami: Connotations of the Absence of Color
- 2.9. Color in Project Design
 - 2.9.1. Pop Art. Color of Cultures
 - 2.9.2. Creativity and Color
 - 2.9.3. Contemporary Artists
 - 2.9.4. Analysis of Diverse Optics and Perspectives
- 2.10. Color Management in the Digital Environment
 - 2.10.1. Color Spaces
 - 2.10.2. Color Profiles
 - 2.10.3. Monitor Calibration
 - 2.10.4. What We Should Consider

Module 3. Introduction to Form

- 3.1. The Form
 - 3.1.1. Definition: What Is Form?
 - 3.1.2. Qualities and Characteristics
 - 3.1.3. Contour, Silhouette, Figure and Profile, Aspects of the Same Reality
 - 3.1.4. Essential Representation
- 3.2. Typology of Form. Aesthetics of Functional Form
 - 3.2.1. Types of Form According to their Origin
 - 3.2.2. Types of Form According to their Configuration
 - 3.2.3. Types of Form According to their Meaning
 - 3.2.4. Types of Form According to their Relationship with Space
 - 3.2.5. Types of Form According to their Figure-Ground Relationship
- 3.3. The Earliest Graphic Forms
 - 3.3.1. The Scribble
 - 3.3.2. Stain Forms
 - 3.3.3. Dots and Lines
 - 3.3.4. Awakening Creativity Through Hirameki
 - 3.3.5. The Form of Haiku
- 3.4. Composition of the Form
 - 3.4.1. Open Form and Closed Form
 - 3.4.2. Form Composition, Semi-Formal and Informal
 - 3.4.3. Symmetry
 - 3.4.4. Axes. Axial and Radial Symmetry
- 3.5. The Importance of Proportion in Form
 - 3.5.1. The Proportion
 - 3.5.2. Golden Rectangle
 - 3.5.3. Scale
 - 3.5.4. Types of Scale
- 3.6. The Isms: A Practical Application
 - 3.6.1. Cubism
 - 3.6.2. Suprematism
 - 3.6.3. Constructivism
 - 3.6.4. Dadaism

- 3.7. The Human Being as a Measurement
 - 3.7.1. Canon
 - 3.7.2. Different Canons in the Human Figure
 - 3.7.3. Representation of the Human Figure in Art
 - 3.7.4. Ergonomics
- 3.8. Visual Perception and Form
 - 3.8.1. Visual Perception
 - 3.8.2. Gestalt
 - 3.8.3. Visual Thought
 - 3.8.4. Interrelation of Forms
- 3.9. Psychology of Forms
 - 3.9.1. Circle
 - 3.9.2. Square
 - 3.9.3. The Triangle
 - 3.9.4. Other Forms
- 3.10. Introduction to Digital Form
 - 3.10.1. From Analog to the Digital World
 - 3.10.2. Positive and Negative Form
 - 3.10.3. Repetition and Reflection
 - 3.10.4. Combining Techniques

Module 4. Editorial Design

- 4.1. Introduction to Editorial Design
 - 4.1.1. What Is Editorial Design?
 - 4.1.2. Types of Publications in Editorial Design
 - 4.1.3. The Editorial Designer and their Skills
 - 4.1.4. Factors of Editorial Design
- 4.2. History of Editorial Design
 - 4.2.1. Writing Research. Books in Ancient Times
 - 4.2.2. The Gutenberg Revolution
 - 4.2.3. The Bookstore of the Ancient Regime (1520-1760)
 - 4.2.4. The Second Book Revolution (1760 -1914)
 - 4.2.5. From the 19th Century to the Present Day

- 4.3. Fundamentals of Print and Digital Editorial Design
 - 4.3.1. Format
 - 4.3.2. The Grid
 - 4.3.3. Typography
 - 4.3.4. The Color
 - 4.3.5. Graphic Elements
- 4.4. Printed Editorial Media
 - 4.4.1. Fields of Work and Formats
 - 4.4.2. Books and their Elements: Titles, Headlines, Headers, Body of Text, etc
 - 4.4.3. Handling: Folding and Binding
 - 4.4.4. Printing
- 4.5. Digital Editorial Media
 - 4.5.1. Digital Publications
 - 4.5.2. Aspects of Form in Digital Publications
 - 4.5.3. Most Used Digital Publications
 - 4.5.4. Platforms for Digitally Publishing
- 4.6. Introduction to InDesign I: First Steps
 - 4.6.1. Workspace Interface and Personalization
 - 4.6.2. Panels, Preferences and Menus
 - 4.6.3. The *Fat-Plan*
 - 4.6.4. Options for Creating New Documents and Saving
- 4.7. Introduction to InDesign II: Delving into the Tools
 - 4.7.1. Publication Format
 - 4.7.2. The Grid in the Workspace
 - 4.7.3. The Base Grid and its Importance
 - 4.7.4. Use of Rulers and Guidelines Creation. Viewing mode
 - 4.7.5. The Panel and Page Tool. The Master Pages
 - 4.7.6. Working with Layers

- 4.8. Color and Image Management in InDesign
 - 4.8.1. Sample Palette. Creating Color and Shades
 - 4.8.2. Dropper Tool
 - 4.8.3. Gradients
 - 4.8.4. Image Organization and Color Management
 - 4.8.5. Use of Vignettes and Anchored Objects
 - 4.8.6. Creation and Configuration of a Table
- 4.9. Text in InDesign
 - 4.9.1. Text: Choosing Typographies
 - 4.9.2. Text Frames and their Options
 - 4.9.3. Character and Paragraph Panels
 - 4.9.4. Insert Footnotes. Tabulation
- 4.10. The Editorial Project
 - 4.10.1. Relationship of Editorial Designers: Projects
 - 4.10.2. Creating a First Project in InDesign
 - 4.10.3. What Elements Should be Included?
 - 4.10.4. Thinking of the Idea

Module 5. Design Methodology

- 5.1. Methodology and Design
 - 5.1.1. What is the Design Methodology?
 - 5.1.2. Differences Between Method, Methodology and Technique
 - 5.1.3. Types of Methodology Techniques
 - 5.1.4. Deduction, Induction and Abduction
- 5.2. Introduction to Design Research
 - 5.2.1. Inheriting the Scientific Method
 - 5.2.2. General Concepts of Research Processes
 - 5.2.3. Main Phases of the Research Process
 - 5.2.4. Timeline

- 5.3. Some Methodological Proposals
 - 5.3.1. Bürdek Bernhard's Proposals for a New Methodology
 - 5.3.2. Bruce Archer's Systematic Approach for Designers
 - 5.3.3. Victor Papanek's Integrated Generalizing Design
 - 5.3.4. Bruno Munari's Design Method
 - 5.3.5. Bernd Löbach's Creative Problem-Solving Process
 - 5.3.6. Other Authors and Outlines of Other Methods
- 5.4. Defining the Problem
 - 5.4.1. Requirements Identification and Analysis
 - 5.4.2. *Briefing*, What Is It?
 - 5.4.3. What Should a Good *Brief* Contain?
 - 5.4.4. Tips for Preparing a *Brief*
- 5.5. Project Research
 - 5.5.1. Background Study
 - 5.5.2. Implication of the Project
 - 5.5.3. Study of the *Target* Audience
 - 5.5.4. Tools in the *Target* Study
- 5.6. The Competitive Environment
 - 5.6.1. In Relation to the Market
 - 5.6.2. Competitive Analysis
 - 5.6.3. Value Proposition
- 5.7. Feasibility Study
 - 5.7.1. Social Viability, SWOT Analysis
 - 5.7.2. Technical Feasibility
 - 5.7.3. Economic Viability
- 5.8. Possible Solutions to the *Briefing*
 - 5.8.1. Emotionality in Creative Processes
 - 5.8.2. Divergence, Transformation and Convergence
 - 5.8.3. Brainstorming
 - 5.8.4. Comparison of Ideas



- 5.9. Establishment of Objectives
 - 5.9.1. General Objective
 - 5.9.2. Specific Objectives
 - 5.9.3. Technical Objectives
 - 5.9.4. Aesthetic and Communicational Objectives
 - 5.9.5. Market Objectives
- 5.10. Idea Development
 - 5.10.1. *Feedback* in the Ideation Phase
 - 5.10.2. Sketches
 - 5.10.3. Presentation of Ideas
 - 5.10.4. Control Methods and Assessment Criteria

Module 6. Graphic Design

- 6.1. Introduction to Graphic Design
 - 6.1.1. What is Graphic Design?
 - 6.1.2. Graphic Design Functions
 - 6.1.3. Areas of Action in Graphic Design
 - 6.1.4. Value of Graphic Design
- 6.2. Graphic Design as a Professional Activity
 - 6.2.1. Influence of Technology on the Development of the Profession
 - 6.2.2. What is the Role of the Graphic Designer?
 - 6.2.3. Professional Fields
 - 6.2.4. The Designer as a Citizen
- 6.3. Basic Elements
 - 6.3.1. Point
 - 6.3.2. Line
 - 6.3.3. The Form
 - 6.3.4. The Texture
 - 6.3.5. Space

- 6.4. Formal Elements
 - 6.4.1. Contrast
 - 6.4.2. The Balance
 - 6.4.3. The Proportion
 - 6.4.4. Rhythm
 - 6.4.5. Harmony
 - 6.4.6. The Movement
 - 6.4.7. Unit
- 6.5. Graphic Design References of the 20th and 21st centuries
 - 6.5.1. Graphic Designers Who Have Made a Mark in History
 - 6.5.2. Most Influential Designers
 - 6.5.3. Graphic Designers Today
 - 6.5.4. Visual References
- 6.6. Posters
 - 6.6.1. Advertising Poster
 - 6.6.2. Roles
 - 6.6.3. 19th Century Posters
 - 6.6.4. Visual References
- 6.7. Graphic Style
 - 6.7.1. Iconic Language and Mass Culture
 - 6.7.2. Graphic Design and its Relationship with Art
 - 6.7.3. Own Graphic Style
 - 6.7.4. Design Isn't a Profession, It's a Lifestyle
- 6.8. From the Streets to the Office
 - 6.8.1. Design as the Latest Avant-Garde
 - 6.8.2. Street Art
 - 6.8.3. Street Art Applied to Advertising
 - 6.8.4. Street Art and Brand Image
- 6.9. Most Used Digital Tools
 - 6.9.1. Adobe Lightroom
 - 6.9.2. Adobe Photoshop
 - 6.9.3. Adobe Illustrator
 - 6.9.4. Adobe InDesign
 - 6.9.5. CorelDRAW

- 6.10. Starting a Design Project
 - 6.10.1. Briefing
 - 6.10.2. Definition
 - 6.10.3. Justification
 - 6.10.4. Implications
 - 6.10.5. Objectives
 - 6.10.6. Methodology

Module 7. Corporate Image

- 7.1. Identity
 - 7.1.1. Idea of Identity
 - 7.1.2. Why is Identity Sought?
 - 7.1.3. Types of Identity
 - 7.1.4. Digital Identity
- 7.2. Corporate Identity
 - 7.2.1. Definition Why have a Corporate Identity?
 - 7.2.2. Factors Influencing Corporate Identity
 - 7.2.3. Corporate Identity Components
 - 7.2.4. Identity Communication
 - 7.2.5. Corporate Identity, *Branding* and Corporate Image
- 7.3. Corporate Image
 - 7.3.1. Characteristic of the Corporate Image
 - 7.3.2. What is Corporate Image for?
 - 7.3.3. Types of Corporate Image
 - 7.3.4. Examples
- 7.4. Basic identifying signs
 - 7.4.1. The Name or *Naming*
 - 7.4.2. Logotypes
 - 7.4.3. Monograms
 - 7.4.4. Imagotypes

- 7.5. Identity Memorization Factors
 - 7.5.1. Originality
 - 7.5.2. The Symbolic Value
 - 7.5.3. Pregnancy
 - 7.5.4. Repetition
- 7.6. Methodology for the Brand Creation Process
 - 7.6.1. Study of the Sector and Competition
 - 7.6.2. *Briefing*, Template
 - 7.6.3. Define Brand Strategy and Personality. Values
 - 7.6.4. Target Audience
- 7.7. The Customer
 - 7.7.1. Understanding What the Customer is Like
 - 7.7.2. Customer Typologies
 - 7.7.3. The Meeting Process
 - 7.7.4. The Importance of Knowing the Customer
 - 7.7.5. Establish Budget
- 7.8. Corporate Identity Manual
 - 7.8.1. Construction Standards and Brand Application
 - 7.8.2. Corporate Typography
 - 7.8.3. Corporate Colors
 - 7.8.4. Other Graphic Elements
 - 7.8.5. Examples of Corporate Manuals
- 7.9. Identity Redesign
 - 7.9.1. Reasons to Choose an Identity Redesign
 - 7.9.2. Managing a Change in Corporate Identity
 - 7.9.3. Good practice. Visual References
 - 7.9.4. Malpractice. Visual References
- 7.10. Brand Identity Project
 - 7.10.1. Presentation and Explanation of the Project. Referrals
 - 7.10.2. Brainstorming Market Analysis
 - 7.10.3. Target Audience, Brand Value
 - 7.10.4. First Ideas and Sketches. Creative Techniques
 - 7.10.5. Establishment of the Project. Fonts and Colors
 - 7.10.6. Delivery and Correction of Projects

Module 8. Creating a Portfolio

- 8.1. Portfolio
 - 8.1.1. The Portfolio as your Letter of Introduction
 - 8.1.2. The Importance of a Good Portfolio
 - 8.1.3. Orientation and Motivation
 - 8.1.4. Practical Advice
- 8.2. Characteristics and Elements
 - 8.2.1. Physical Format
 - 8.2.2. Digital Format
 - 8.2.3. Use of Mockups
 - 8.2.4. Common Mistakes
- 8.3. Digital Platforms
 - 8.3.1. Continuous Learning Communities
 - 8.3.2. Social Networks: Twitter, Facebook, Instagram
 - 8.3.3. Professional Networks: LinkedIn, InfoJobs
 - 8.3.4. Cloud Portfolios: Behance
- 8.4. The Designer in the Labor Scheme
 - 8.4.1. Career Opportunities for a Designer
 - 8.4.2. Design Agencies
 - 8.4.3. Business Graphic Design
 - 8.4.4. Success Stories
- 8.5. How Do I Present Myself Professionally?
 - 8.5.1. Keep Up-to-Date, and Constantly Recycle Knowledge
 - 8.5.2. The CV and Its Importance
 - 8.5.3. Common Errors in CVs
 - 8.5.4. How to Create a Good CV
- 8.6. The New Consumer
 - 8.6.1. Value Perception
 - 8.6.2. Defining Your Target Audience
 - 8.6.3. Empathy Map
 - 8.6.4. Personal Relations

- 8.7. My Personal Brand
 - 8.7.1. Entrepreneurship: The Search for Meaning
 - 8.7.2. Convert your Passion into a Career
 - 8.7.3. The Ecosystem Around your Activity
 - 8.7.4. The Canvas Model
- 8.8. Visual Identity
 - 8.8.1. The Naming
 - 8.8.2. Brand Values
 - 8.8.3. The Big Topics
 - 8.8.4. *Moodboard*. Use of Pinterest
 - 8.8.5. Visual Factors Analysis
 - 8.8.6. Time Factors Analysis
- 8.9. Ethics and Responsibility
 - 8.9.1. Ethical Decalogue for the Practice of Design
 - 8.9.2. Copyrights
 - 8.9.3. Design and Conscientious Objection
 - 8.9.4. The "Good" Design
- 8.10. The Price of my Work
 - 8.10.1. Do you Need Money to Live?
 - 8.10.2. Basic Accounting for Entrepreneurs
 - 8.10.3. Types of Costs
 - 8.10.4. Your Price per Hour. Retail Price
- 9.3. Practical Aspects of Current Ethics
 - 9.3.1. Utilitarianism, Consequentialism and Deontology
 - 9.3.2. Acting Consistently vs. Acting on Principles
 - 9.3.3. Dynamic Efficiency of Acting Based on Principles
- 9.4. Legislation and Morality
 - 9.4.1. Concept of Legislation
 - 9.4.2. Concept of Morality
 - 9.4.3. Connection Between Law and Morality
 - 9.4.4. From Fairness to Unfairness based on Logical Reasoning
- 9.5. Professional Conduct
 - 9.5.1. Dealing with the Customer
 - 9.5.2. The Importance of Agreeing Terms and Conditions
 - 9.5.3. Customers Don't Buy Design
 - 9.5.4. Professional Conduct
- 9.6. Responsibilities Toward Other Designers
 - 9.6.1. Competitiveness
 - 9.6.2. Prestige of the Profession
 - 9.6.3. Impact on the Rest of the Professions
 - 9.6.4. Relationship with Other Colleagues from the Profession. Criticism
- 9.7. Social Responsibility
 - 9.7.1. Inclusive Design and Its Importance
 - 9.7.2. Characteristics to Consider
 - 9.7.3. Change of Mentality
 - 9.7.4. Examples and References
- 9.8. Responsibilities with the Environment
 - 9.8.1. Ecodesign. Why Is It So Important?
 - 9.8.2. Characteristics of Sustainable Design
 - 9.8.3. Environmental Implications
 - 9.8.4. Examples and References
- 9.9. Ethical Conflicts and Decision-Making
 - 9.9.1. Responsible Conduct and Practices in the Workplace
 - 9.9.2. Best Practices of the Digital Designer
 - 9.9.3. How to Resolve Conflicts of Interest
 - 9.9.4. How to Deal with Gifts

Module 9. Ethics, Legislation and Professional Deontology

- 9.1. Ethics, Morals, Law and Professional Deontology
 - 9.1.1. Basic Questions on Ethics. Some Moral Dilemmas
 - 9.1.2. Conceptual Analysis and Etymological Origin
 - 9.1.3. Differences Between Morals and Ethics
 - 9.1.4. The Connection Between Ethics, Morals, Law and Deontology
- 9.2. Intellectual Property
 - 9.2.1. What is Intellectual Property?
 - 9.2.2. Types of Intellectual Property
 - 9.2.3. Plagiarism and Copyright Infringement
 - 9.2.4. Anticopyright

- 9.10. Free Knowledge: Creative Commons Licenses
 - 9.10.1. What Are They?
 - 9.10.2. Types of Licences
 - 9.10.3. Symbology
 - 9.10.4. Specific Uses

Module 10. Typography

- 10.1. Introduction to Typography
 - 10.1.1. What is Typography?
 - 10.1.2. The Role of Typography in Graphic Design
 - 10.1.3. Sequence, Contrast, Form, and Counterform
 - 10.1.4. Relationship and Differences between Typography, Calligraphy and Lettering
- 10.2. Multiple Origins of Writing
 - 10.2.1. Ideographic Writing
 - 10.2.2. The Phoenician Alphabet
 - 10.2.3. The Roman Alphabet
 - 10.2.4. The Carolingian Reform
 - 10.2.5. The Modern Latin Alphabet
- 10.3. The Beginnings of Typography
 - 10.3.1. The Printing Press, a New Era. First Typographies
 - 10.3.2. The Industrial Revolution: Lithography
 - 10.3.3. Modernism: The Beginnings of Commercial Typography
 - 10.3.4. The Avant-Garde
 - 10.3.5. Interwar Period
- 10.4. The Role of Design Schools in Typography
 - 10.4.1. Bauhaus
 - 10.4.2. Herbert Bayer
 - 10.4.3. Gestalt Psychology
 - 10.4.4. The Swiss School
- 10.5. Current Typography
 - 10.5.1. 1960-1970, Precursors to the Revolution
 - 10.5.2. Post-modernism, Deconstructivism and Technology
 - 10.5.3. In What Direction is Typography Going?
 - 10.5.4. Typographies that Mark Trends
- 10.6. The Typographic Form I
 - 10.6.1. Anatomy of Letters
 - 10.6.2. Measurements and Attributes of the Type
 - 10.6.3. Typographic Families
 - 10.6.4. High Box, Low Box and Small Caps
 - 10.6.5. Difference between Typography, Font and Typeface Family
 - 10.6.6. Fillets, Lines and Geometric Elements
- 10.7. The Typographic Form II
 - 10.7.1. The Typographic Combination
 - 10.7.2. Font Format Types (PostScript – TrueType – OpenType)
 - 10.7.3. Typographic Licenses
 - 10.7.4. Who Should Purchase the License: the Client or the Designer?
- 10.8. Typography Proofreading. Text Composition
 - 10.8.1. Spacing Between Letters. *Tracking* and *Kerning*
 - 10.8.2. Space Between Words. Quad
 - 10.8.3. Line Spacing
 - 10.8.4. The Body of the Text
 - 10.8.5. Attribute of the Text
- 10.9. The Drawing of the Letters
 - 10.9.1. Creative Process
 - 10.9.2. Traditional and Digital Materials
 - 10.9.3. The Use of the Graphic Tablet and the iPad
 - 10.9.4. Digital Typography: Outlines and *Bitmaps*
- 10.10. Typographic Posters
 - 10.10.1. Calligraphy as a Basis for the Drawing of Letters
 - 10.10.2. How to Create a Typographic Composition that Makes an Impact?
 - 10.10.3. Visual References
 - 10.10.4. Doodle Phase
 - 10.10.5. Project

04

Teaching Objectives

This TECH program is designed to equip Graphic Design professionals with the competencies required to develop comprehensive visual projects, from their conceptualization to their execution across multiple formats. In doing so, students will acquire holistic knowledge of key aspects such as color, form, and even editorial design. Graduates will also be capable of applying technical, communicative, and aesthetic principles with professional judgment. This will enable them to adapt their proposals to the demands of various cultural and commercial contexts. Moreover, they will be prepared to use cutting-edge digital tools, manage corporate visual identities, and create effective graphic pieces across multiple media.





“

You will master the fundamentals of visual design, including the use of color and visual hierarchy to create harmonious graphic compositions”



General Objectives

- ♦ Create innovative and effective visual solutions using the most advanced tools and techniques in Graphic Design
- ♦ Foster the ability to generate creative ideas and solutions that effectively communicate the message of brands, products, or services
- ♦ Acquire an in-depth understanding of color theory and typography, both essential for the creation of balanced and harmonious visual compositions
- ♦ Develop advanced technical skills in the use of professional digital tools such as Adobe Photoshop, Illustrator, and InDesign
- ♦ Understand the theoretical and aesthetic foundations of color, form, typography, and composition as applied to visual design
- ♦ Apply design methodologies aimed at creating innovative and functional graphic solutions



You will lead Graphic Design projects from planning to execution, managing resources, timelines, and teams”





Specific Objectives

Module 1. Design History

- ♦ Understand the evolution of Graphic Design through major artistic and cultural movements
- ♦ Analyze the influence of the Industrial Revolution, the Bauhaus, and other historical movements on contemporary design practice

Module 2. Introduction to Color

- ♦ Address the physical, psychological, and symbolic principles of color in visual design
- ♦ Apply effective color combinations based on the message and target audience

Module 3. Introduction to Form

- ♦ Identify the basic elements of form and their role in graphic composition
- ♦ Develop skills to create coherent and aesthetically balanced visual structures

Module 4. Editorial Design

- ♦ Master the fundamentals of print and digital publication design
- ♦ Use modern software to structure editorial content with legibility and visual hierarchy criteria

Module 5. Design Methodology

- ♦ Apply project-based methods to solve visual communication problems
- ♦ Develop graphic proposals using research techniques, brief analysis, and conceptual development

Module 6. Graphic Design

- ♦ Create visual projects that integrate typography, color, image, and composition
- ♦ Interpret client needs to propose functional and creative graphic solutions

Module 7. Corporate Image

- ♦ Design visual identities aligned with a brand's mission, vision, and values
- ♦ Build graphic systems applicable across multiple media, including brand manuals

Module 8. Creating a Portfolio

- ♦ Create a professional portfolio that reflects the competencies of the Graphic Designer
- ♦ Use digital platforms to showcase work and position oneself in the job market

Module 9. Ethics, Legislation and Professional Deontology

- ♦ Examine the ethical and legal principles governing the practice of Graphic Design
- ♦ Promote responsible professional conduct concerning intellectual property and copyright

Module 10. Typography

- ♦ Understand the anatomy, classification, and expressive use of typefaces
- ♦ Apply typography as a central element in the creation of impactful graphic compositions

05

Career Opportunities

This university program from TECH represents a unique opportunity for all professionals in the field of Design who wish to achieve a significant leap in the quality of their career trajectory. Upon completion, students will have developed advanced competencies to lead comprehensive graphic projects, manage brand visual identities, and even launch creative ventures. All of this will be accomplished through the use of cutting-edge technological tools to bring innovative visual concepts to life across various contexts.





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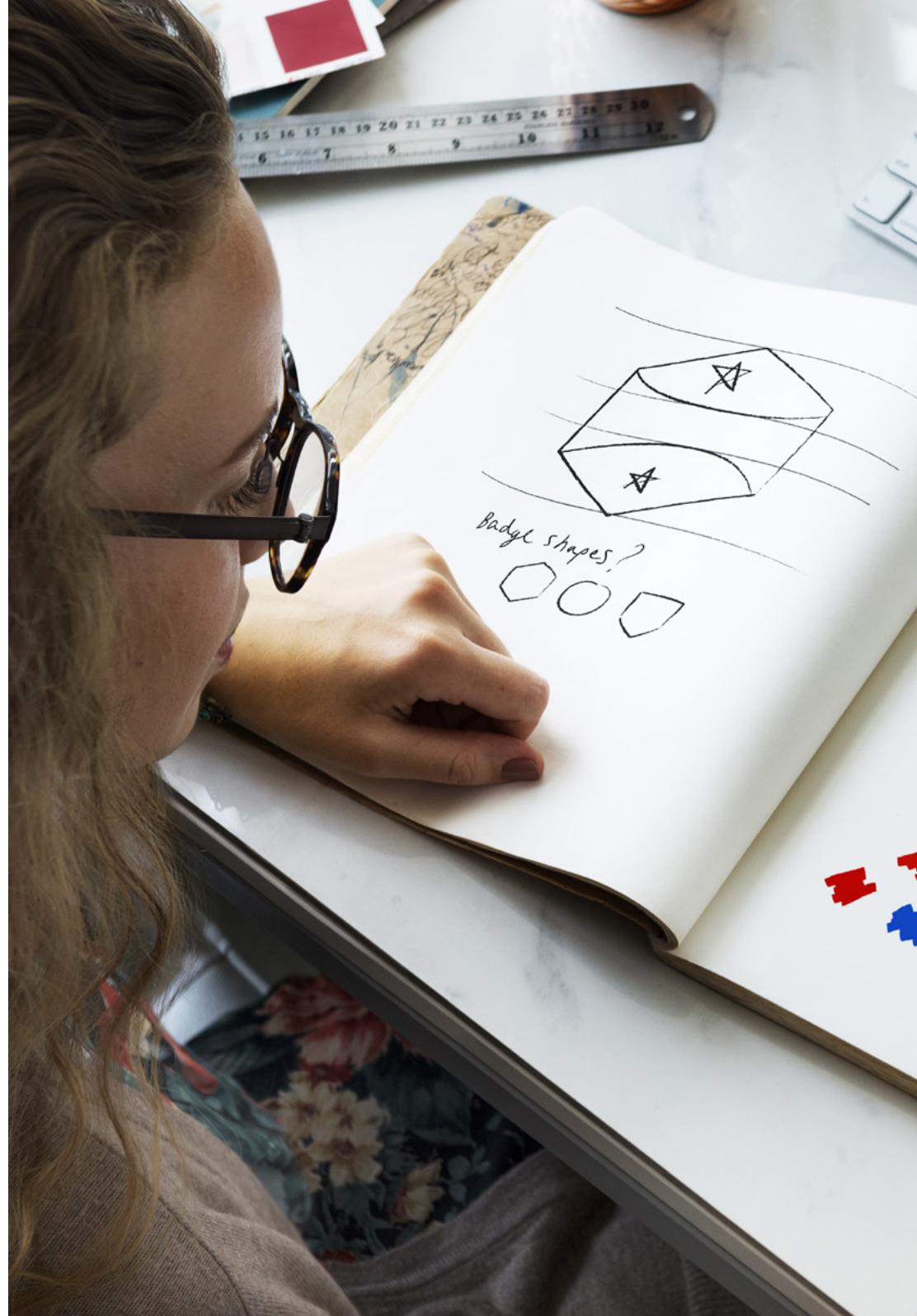
You will lead Graphic Design processes through a strategic and creative perspective, aligned with the demands of today's market”

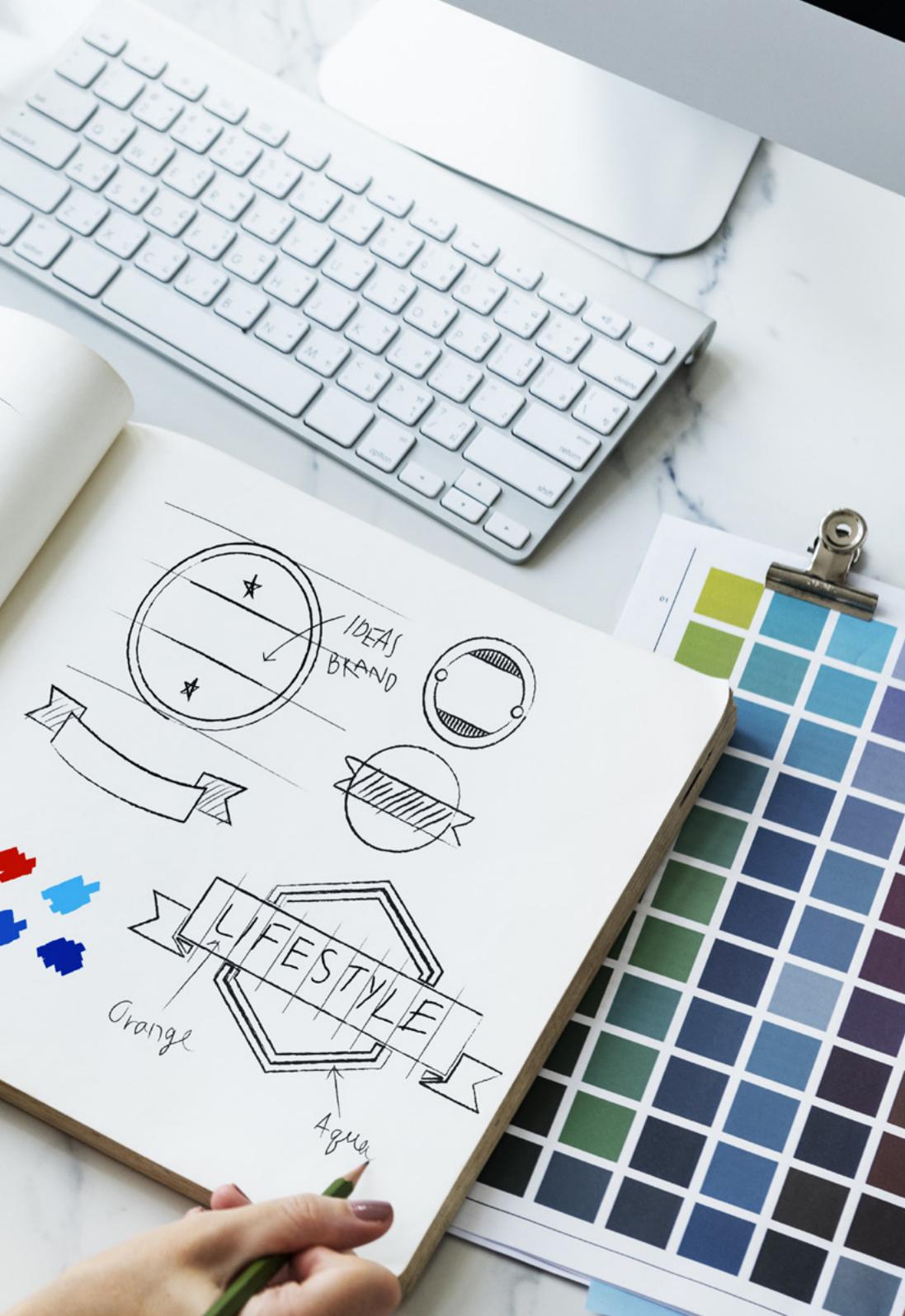
Graduate Profile

Graduates of the Professional Master's Degree in Graphic Design will be professionals capable of conceptualizing, developing, and executing complete visual projects across a wide range of media. They will possess the necessary skills to create visual impact across different audiences, manage the visual identity of organizations, develop editorial products, and build strong portfolios that enhance their professional positioning. In addition, these experts will be equipped to face professional challenges with ethics, creativity, and a clear focus on achieving visual and communicative results.

*You will interpret client needs
to propose functional and
creative graphic solutions.*

- ♦ **Advanced Mastery of Graphic Design Tools:** Ability to use professional software such as Adobe Photoshop, Illustrator, InDesign, and other editing platforms
- ♦ **Comprehensive Management of Visual Projects:** Skill to lead the ideation, design, execution, and delivery of graphic products in multiple formats
- ♦ **Corporate Visual Identity:** Capacity to develop and manage complete visual brands, including logos and graphic systems
- ♦ **Editorial and Digital Versatility:** Mastery of editorial design for both print and digital formats (web and multimedia), with a focus on aesthetics as well as functionality





After completing the university program, you will be able to apply your knowledge and skills in the following positions:

- 1. Editorial Design Technician:** Responsible for the design of books, magazines, catalogs, brochures, and other editorial products in both print and digital formats.
- 2. Professional Portfolio Manager:** Expert in the development of portfolios for designers, creatives, or visual professionals, aimed at effective positioning within the job market.
- 3. Corporate Image and Branding Consultant:** Specialized advisor in the design and implementation of powerful visual brands aligned with the core values of organizations.
- 4. Typographic Design Advisor:** Specialist in the creation, selection, and strategic application of typefaces for editorial, advertising, or digital projects with high visual impact.



You will provide personalized advice to organizations on the creation of editorial projects, ensuring aesthetic and functional quality”

06

Software Licenses Included

TECH is a leading reference in the academic world for combining the latest technology with teaching methodologies to enhance the teaching-learning process. To achieve this, it has established a network of alliances that grants access to the most advanced software tools used in the professional world.



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Upon enrolling, you will receive, completely free of charge, academic credentials for the following professional software applications”

TECH has established a network of professional alliances with the leading providers of software applied to various professional fields. These alliances allow TECH to access hundreds of software applications and licenses, making them available to its students.

The academic software licenses will allow students to access the most advanced applications in their professional field, enabling them to become proficient in their use without incurring additional costs. TECH will handle the licensing process so that students may use the software without limitations for the entire duration of the Professional Master's Degree in Graphic Design. Moreover, they will be able to do so completely free of charge.

TECH will provide free access to the following software applications:

SketchUp

SketchUp is a widely used 3D modeling tool in architecture, design, and construction. Its commercial license, valued at €115, will be provided completely free of charge to students for the duration of the course, granting full access to its professional features without any additional cost throughout the entire training period.

The platform combines an intuitive interface with powerful functionalities, making it ideal for both educational and professional projects. Its cross-platform compatibility and integration with emerging technologies allow users to develop, visualize, and share 3D models efficiently from any device and environment.

Key Features:

- ♦ **Intuitive 3D modeling:** Rapid creation of complex shapes and structures
- ♦ **Cross-platform compatibility:** Available on web, mobile, and desktop
- ♦ **Augmented and virtual reality:** Immersive visualization of models
- ♦ **Extension library:** Expand functionality through plugins
- ♦ **Multi-format support:** Versatile file import and export

In conclusion, **SketchUp** offers a flexible and accessible environment to explore ideas, develop technical projects, and enhance three-dimensional creativity in line with professional standards.





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Thanks to TECH, you will be able to use the best professional software applications in your field for free”

07

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

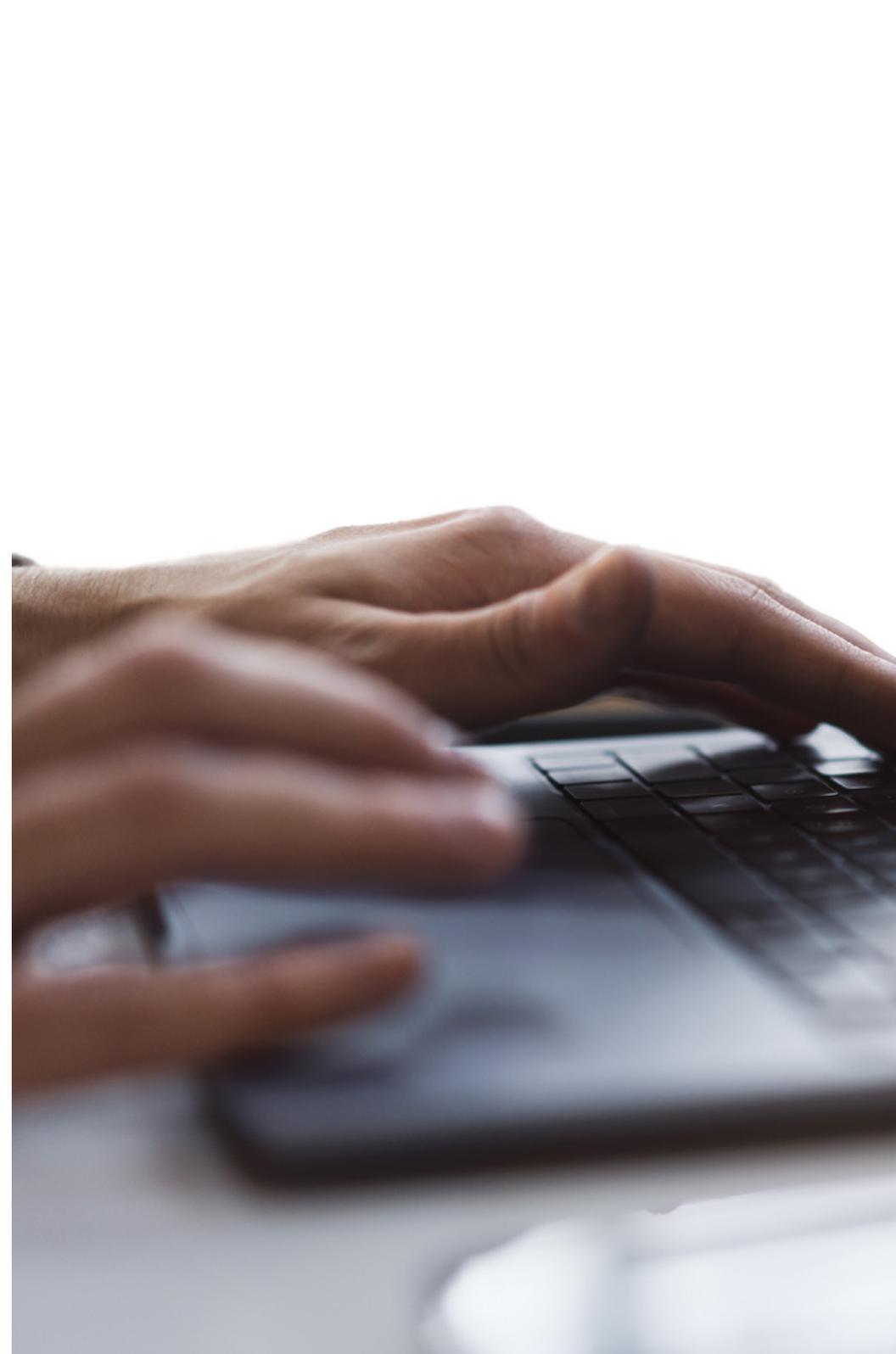
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

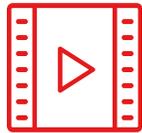
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

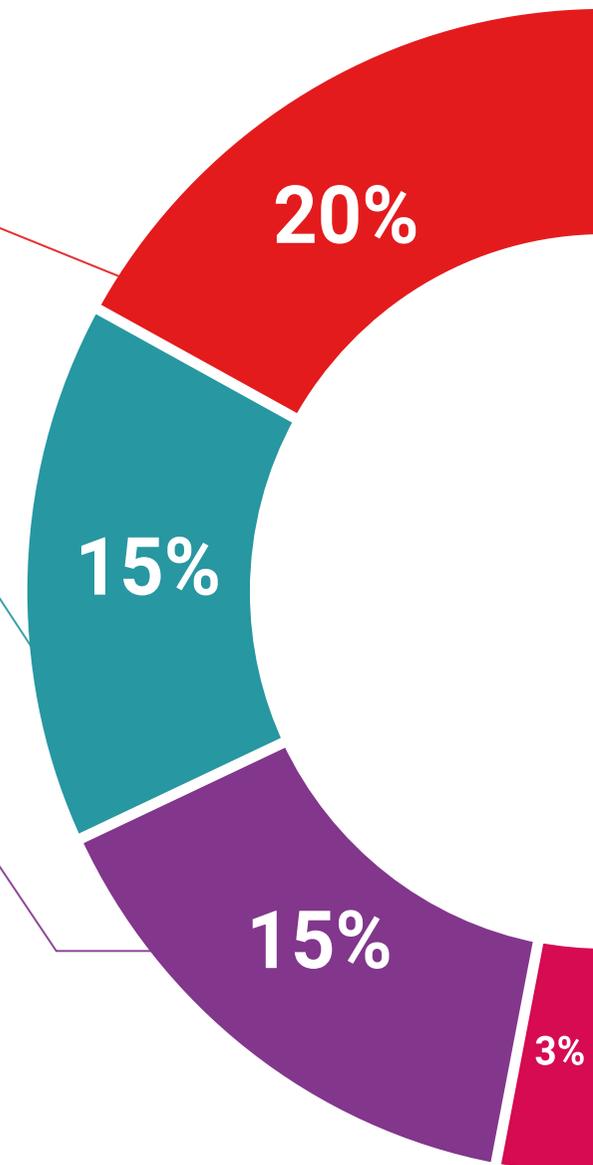
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

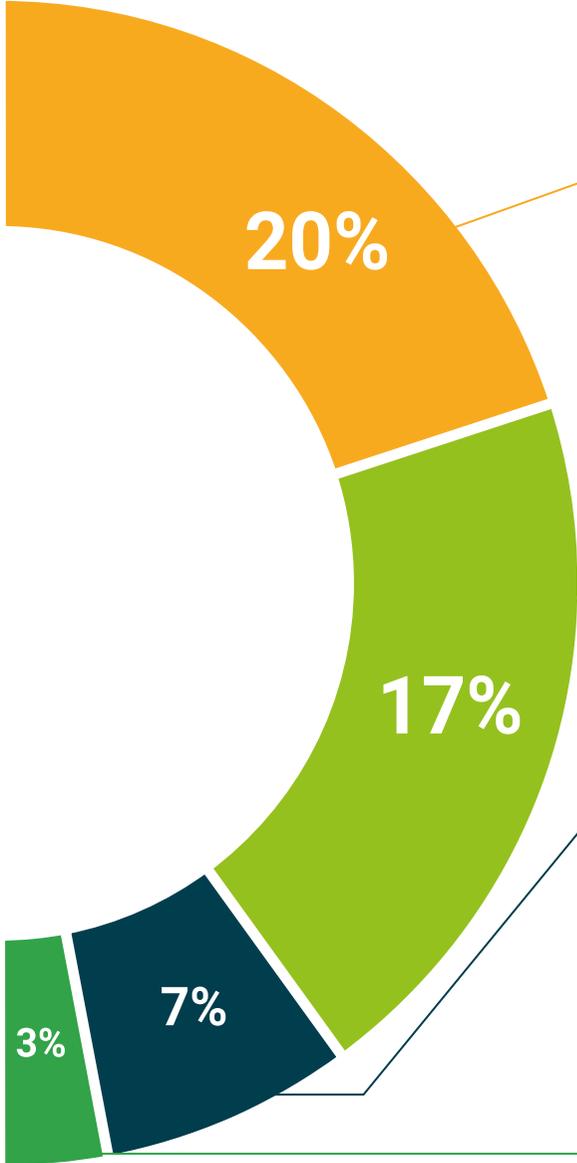
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



08

Certificate

This Professional Master's Degree in Graphic Design guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Professional Master's Degree issued by TECH Global University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a diploma for the **Professional Master's Degree in Graphic Design** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

TECH is a member of **The Design Society (DS)**, the largest community of leading experts in design science. This membership strengthens its presence in international networks dedicated to the theoretical and practical evolution of design.

Accreditation/Membership

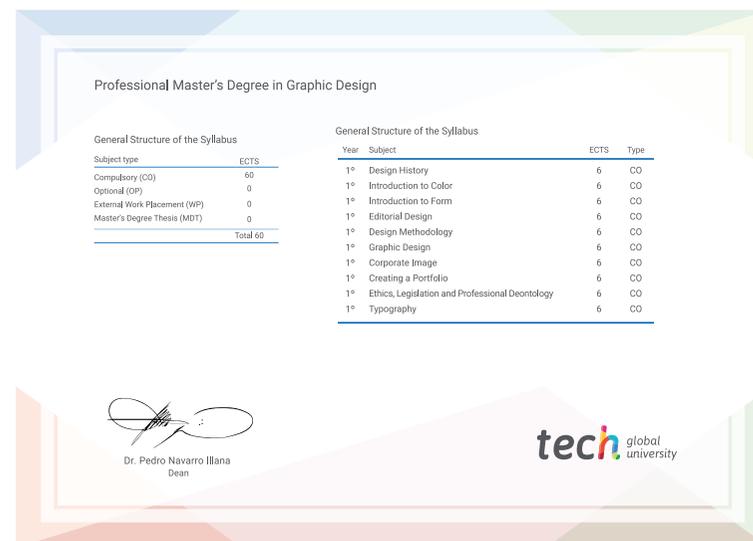


Title: **Professional Master's Degree in Graphic Design**

Modality: **online**

Duration: **12 months.**

Accreditation: **60 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom



Professional Master's Degree

Graphic Design

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree Graphic Design

Accreditation/Membership



eSign

tech global
university