

# Postgraduate Certificate Final Art



## Postgraduate Certificate Final Art

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/design/postgraduate-certificate/final-art](http://www.techtute.com/us/design/postgraduate-certificate/final-art)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

*p. 24*

# 01

# Introduction

The final artwork is one of the most important points of the whole graphic design chain, because it is where all the revision is done to check that the work is ready to go to press and that there are no errors to be solved. This program is designed to specialize professionals in this field. This is a program that will train professionals to carry out their daily work with rigor.





“

*Design professionals must continue learning throughout their employment to adapt to new developments in the field"*

The Postgraduate Certificate in Final Art is designed to guide the professional in design, graphic arts and other related areas in all aspects related to this field.

Digital design is a job that requires knowledge on the part of the graphic designer in different areas, to achieve the perfect combination between image and typography in the pages that make up a publication, book, magazine, newspaper, brochure, etc. At this point it is extremely important the whole process of preparation and review of the material before being sent to the printer or to the client, since, at that moment, everything has to be perfect.

This program provides students with specific tools and skills to successfully develop their professional activity in the wide field of design and graphic art. It works on key skills such as knowledge of the reality and daily practice in this field and develops responsibility in the follow-up and supervision of their work.

Additionally, as it is a 100% online program, the student is not constrained by fixed timetables or the need to move to another physical location, but can access the contents at any time of the day, balancing their professional or personal life with their academic life.

This **Postgraduate Certificate in Final Art** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by end-art experts
- ♦ 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 self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in end art
- ♦ 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



*Don't miss the opportunity to take this Postgraduate Certificate in Final Art with us. It's the perfect opportunity to advance your career"*

“

*This program is the best investment you can make in selecting a refresher program to update your final art skills"*

It includes in its teaching staff professionals belonging to the field of multimedia design and graphic arts, who bring to this program the experience of their work, as well as recognized specialists from reference 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 immersive education programmed to learn in real situations.

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

*This preparation has the best teaching material, which will allow you a contextual study that will facilitate your learning.*

*This 100% online program will allow you to balance your studies with your professional work while increasing your knowledge in this field.*



# 02 Objectives

The objective of this Postgraduate Certificate in Final Art is to offer professionals a complete way to acquire knowledge and skills for professional practice in this sector, with the security of learning from the best and with a form of learning based on practice that will allow you to finish the preparation with the necessary knowledge to perform your work with total security and competence.







“

*This is the best option to learn about the latest developments in Final Art”*



## General Objective

---

- ◆ Know the procedures to be followed to properly prepare a final artwork for printing



*Take the step to catch up on the latest developments in Final Art"*





## Specific Objectives

---

- ◆ Know the specific terminology, techniques and languages applied to design processes: prepress and printing systems, digital and multimedia techniques, supports
- ◆ Know the printing systems in order to be able to evaluate which is the best alternative when it comes to physically capture a graphic project
- ◆ Learn about printing alternatives that are governed by sustainability principles and to use them in the process of conceiving a design project from scratch
- ◆ Know what is binding and learn in depth the types of binding that exist
- ◆ Incorporate the necessary technical vocabulary to achieve a fluent communication with the technicians and sectors involved in publishing

03

# Structure and Content

The structure of the contents has been designed by the best professionals in the multimedia design and graphic arts sector, with extensive experience and recognized prestige in the profession.



“

*We have the most complete and up-to-date educational program on the market. We strive for excellence and for you to achieve it too"*

## Module 1. Final Art

- 1.1. Introduction to Final Art
  - 1.1.1. What Is Final Art?
  - 1.1.2. The Start of Final Art
  - 1.1.3. The Evolution of Final Art
  - 1.1.4. Basic Tools
- 1.2. Elements Required for Printing
  - 1.2.1. Support
  - 1.2.2. Coloring Material
  - 1.2.3. The Shape
  - 1.2.4. The Machines
- 1.3. Planographic Printing
  - 1.3.1. What Is Planographic Printing?
  - 1.3.2. Offset Systems
  - 1.3.3. Properties of Offset Printing Systems
  - 1.3.4. Advantages and Disadvantages
- 1.4. Gravure Printing
  - 1.4.1. What Is Gravure Printing?
  - 1.4.2. Rotogravure
  - 1.4.3. Properties of Rotogravure Printing Systems
  - 1.4.4. Finishing
- 1.5. Embossed Printing
  - 1.5.1. What Is Embossed Printing?
  - 1.5.2. Typographic Cliches and Flexographic Cliches
  - 1.5.3. Properties
  - 1.5.4. Finishes
- 1.6. Permeography Printing
  - 1.6.1. What Is Permeography Printing?
  - 1.6.2. Screen Printing
  - 1.6.3. Physicochemical Properties of Screen-Printing Stencils
  - 1.6.4. Advantages and Disadvantages





- 1.7. Digital Printing
  - 1.7.1. What Is Digital Printing?
  - 1.7.2. Advantages and Disadvantages
  - 1.7.3. Offset or Digital Printing?
  - 1.7.4. Digital Printing Systems
- 1.8. Exploring the Formats
  - 1.8.1. Paper Format
  - 1.8.2. Rigid Format
  - 1.8.3. Textile format
  - 1.8.4. Others
- 1.9. Binding
  - 1.9.1. What Does Binding Consist Of?
  - 1.9.2. Industrial Binding
  - 1.9.3. Tradition Lives On
  - 1.9.4. Types of Binding
- 1.10. Preparing Final Arts Environmental Considerations
  - 1.10.1. The PDF Format: Adobe Acrobat
  - 1.10.2. The Preflight. Checking Color, Typography, Measurements, etc
  - 1.10.3. Think before Printing The Environmental Impact
  - 1.10.4. Sustainable Printing Supports

“ *This program will allow you to advance in your career in a seamless way*”

# 04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### 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.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### 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 in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents 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".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 05 Certificate

The Postgraduate Certificate in Final Art guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

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

This **Postgraduate Certificate in Final Art** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

**Title: Postgraduate Certificate in Final Art**

**Official N° of Hours: 150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION 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 quality  
development language  
virtual classroom



## Postgraduate Certificate Final Art

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Final Art