

# Postgraduate Certificate Theory of Graphic Design





## Postgraduate Certificate Theory of Graphic Design

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

Website: [www.techtitute.com/us/design/postgraduate-certificate/theory-graphic-design](http://www.techtitute.com/us/design/postgraduate-certificate/theory-graphic-design)

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01

# Introduction

To start developing a career as a graphic designer you need to acquire the essential basic skills with quality and confidence. This is the only way to build an efficient foundation that will propel you as a professional. In order to achieve this in a simple way, we offer the opportunity to acquire the skills of a specialized professional through a program that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion.



DESIGN



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*A high-intensity program that will allow you to work with the solvency of the best professionals in the sector”*

This Postgraduate Certificate in Theory of Graphic Design has been structured to offer an interesting, interactive and, above all effective process of specialization in everything related to this question. To achieve this, TECH offers a clear and continuous program, which is also 100% compatible with other occupations.

Through an exclusive methodology, this Postgraduate Certificate will lead you to know all the characteristics that the professional needs to stay at the forefront and to know the changing phenomena of this form of communication.

Therefore, this program will address the aspects that a designer needs to know in order to perform their functions with confidence. An educational program that will scale the student's skills to help them achieve the challenges of a top professional.

The Postgraduate Certificate in Theory of Graphic Design is presented as a viable option for a professional who decides to work independently but also to be part of any organization or company An interesting avenue of professional development that will benefit from the specific knowledge that we now make available to you in this program.

This **Postgraduate Certificate in Theory of Graphic Design** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Development of a large number of case studies presented by experts
- ◆ Graphic, schematic, and highly practical contents
- ◆ The latest developments and cutting-edge advances in this area
- ◆ Practical exercises where the self-evaluation process can be carried out to improve learning
- ◆ Innovative and highly efficient 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



*Don't miss the opportunity to study this Postgraduate Certificate in Theory of Graphic Design with TECH. It's the perfect opportunity to advance your career"*

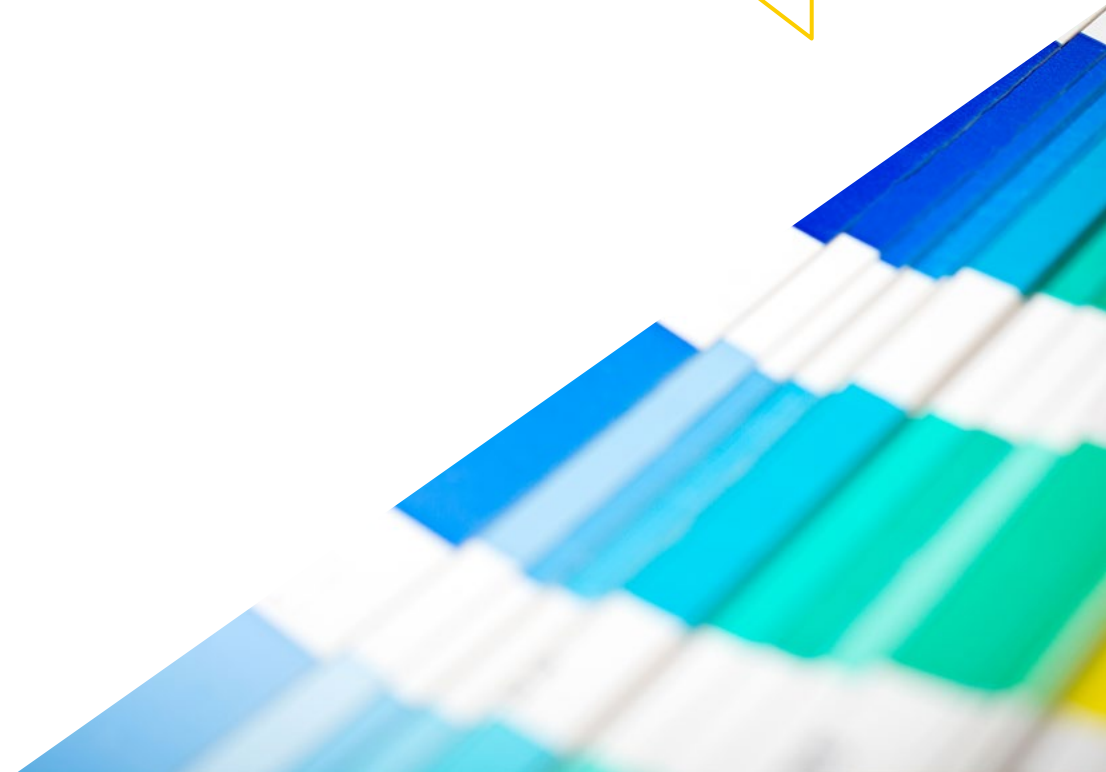
“*All the necessary knowledge for the graphic designer in this field, compiled in a highly efficient Postgraduate Certificate, which will optimize your effort with the best results”*

The development of this Postgraduate Certificate is focused on the practice of the proposed theoretical learning. Through the most effective teaching systems, proven methods imported from the most prestigious universities in the world, you will be able to acquire new knowledge in a practical way. In this way, we strive to convert your efforts into real and immediate skills.

The online system is another of the strengths of the educational program. With an interactive platform that has the advantages of the latest technological developments, the most interactive digital tools are made available. This way, it is possible to offer a way of learning that is totally adaptable to your needs, so you can perfectly combine this program with your personal or working life.

*A practical and intensive program that will give you all the tools you need to work in this field, in a specific and concrete Postgraduate Certificate.*

*A training program created to allow you to implement your acquired knowledge into your daily practice in an almost immediate way.*



# 02 Objectives

The objective of this Postgraduate Certificate in Theory of Graphic Design is to offer professionals a complete program to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of learning based on practice that will allow the student to complete the program with the necessary knowledge to work with total confidence and competence.





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*An opportunity created for professionals who are looking for an intensive and effective course with which to take a significant step forward in their profession”*



## General Objective

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- ◆ Learn all the necessary aspects of Theory of Graphic Design

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*Take the step to get up to date on the latest developments in Theory of Graphic Design”*





## Specific Objectives

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- ◆ Know the fundamentals of graphic design, as well as its interrelation with other areas: advertising graphic design, editorial design, corporate identity design, web design, packaging design, typographic design, posters, signage, multimedia design, new media design, etc
- ◆ Understand the basis, functions and value of graphic design
- ◆ Analyze the profile of a graphic designer throughout history and in today's landscape
- ◆ Understand the basic and formal elements in graphic design
- ◆ Learn which are the most used digital tools in the field of Graphic Design
- ◆ Know and apply basic elements of organization and project management



03

# Structure and Content

The structure of the contents has been designed by a team of professionals, aware of the current relevance of the program in order to advance in the labor market with confidence and competitiveness, and to practice the profession with excellence.





“This Postgraduate Certificate contains the most complete and up-to-date program on the market”

## Module 1. Theory of Graphic Design

- 1.1. Introduction to Graphic Design
  - 1.1.1 What Is Graphic Design?
  - 1.1.2 Graphic Design Functions
  - 1.1.3 Areas of Action in Graphic Design
  - 1.1.4 The Value of Graphic Design
- 1.2. Graphic Design as a Professional Activity
  - 1.2.1 The Influence of Technology on the Development of the Profession
  - 1.2.2 What Is the Role of the Graphic Designer?
  - 1.2.3 Professional Fields
  - 1.2.4 The Designer as a Citizen
- 1.3. Basic Elements
  - 1.3.1 The Dot
  - 1.3.2 The Line
  - 1.3.3 The Shape
  - 1.3.4 Texture
  - 1.3.5 The Space
- 1.4. Formal Elements
  - 1.4.1 Contrast
  - 1.4.2 The Balance
  - 1.4.3 The Proportion
  - 1.4.4 The Rhythm
  - 1.4.5 Harmony
  - 1.4.6 The Movement
  - 1.4.7 The Unit
- 1.5. Graphic Design References of the 20th and 21st Centuries
  - 1.5.1 Graphic Designers Who Have Made a Mark in History
  - 1.5.2 The Most Influential Designers
  - 1.5.3 Graphic Designers Today
  - 1.5.4 Visual References
- 1.6. Posters
  - 1.6.1 The Advertising Poster
  - 1.6.2 Functions
  - 1.6.3 Posters of the 19th Century
  - 1.6.4 Visual References
- 1.7. The Graphic Style
  - 1.7.1 Iconic Language and Mass Culture
  - 1.7.2 Graphic Design and Its Relationship with Art
  - 1.7.3 Own Graphic Style
  - 1.7.4 Design Is Not a Profession, It's a Lifestyle
- 1.8. From the Streets to the Agency
  - 1.8.1 Design as the Ultimate Avant-Garde
  - 1.8.2 Street Art
  - 1.8.3 Street Art Applied to Advertising
  - 1.8.4 Street Art and Brand Image
- 1.9. Most Used Digital Tools
  - 1.9.1 Adobe Lightroom
  - 1.9.2 Adobe Photoshop
  - 1.9.3 Adobe Illustrator
  - 1.9.4 Adobe InDesign
  - 1.9.5 Corel Draw
- 1.10. Introduction to the Design Project
  - 1.10.1 Briefing
  - 1.10.2 Definition
  - 1.10.3 Justification
  - 1.10.4 Implications
  - 1.10.5 Objectives
  - 1.10.6 Methodology



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*A unique, key, and  
decisive program to  
boost your professional  
development”*

# 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.

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*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.

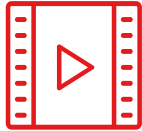
*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

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.



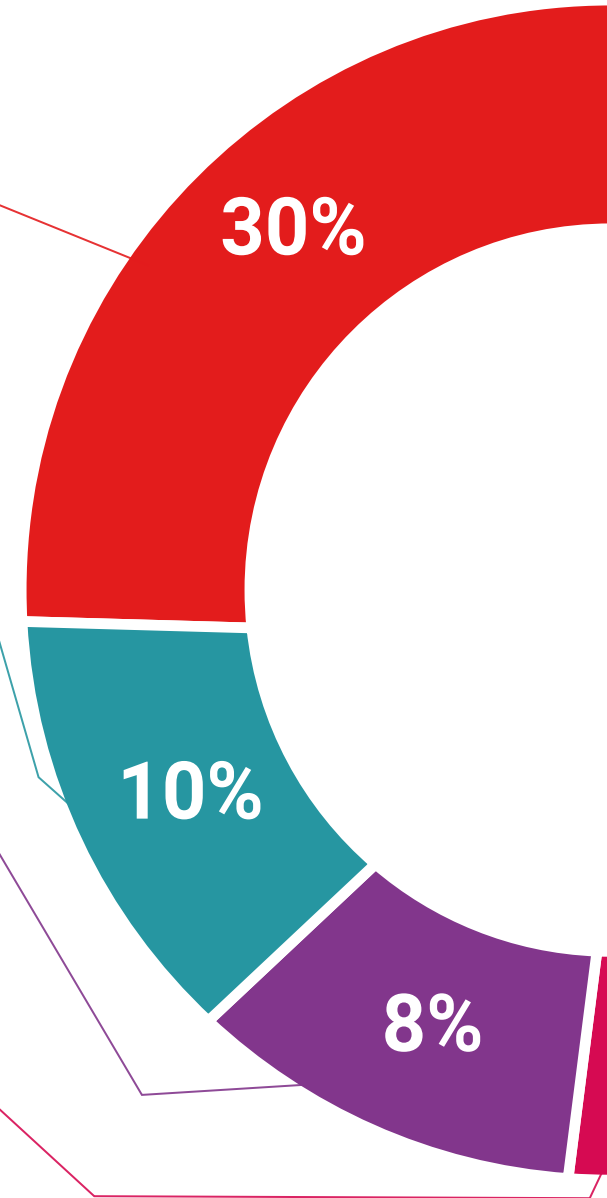
#### Practising Skills and Abilities

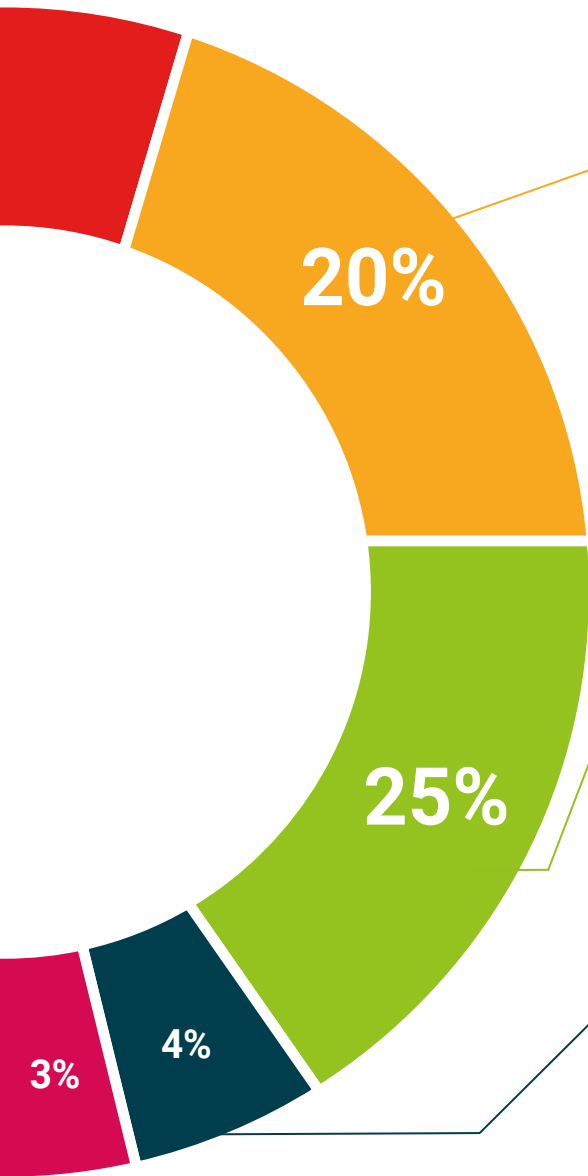
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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 Theory of Graphic Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

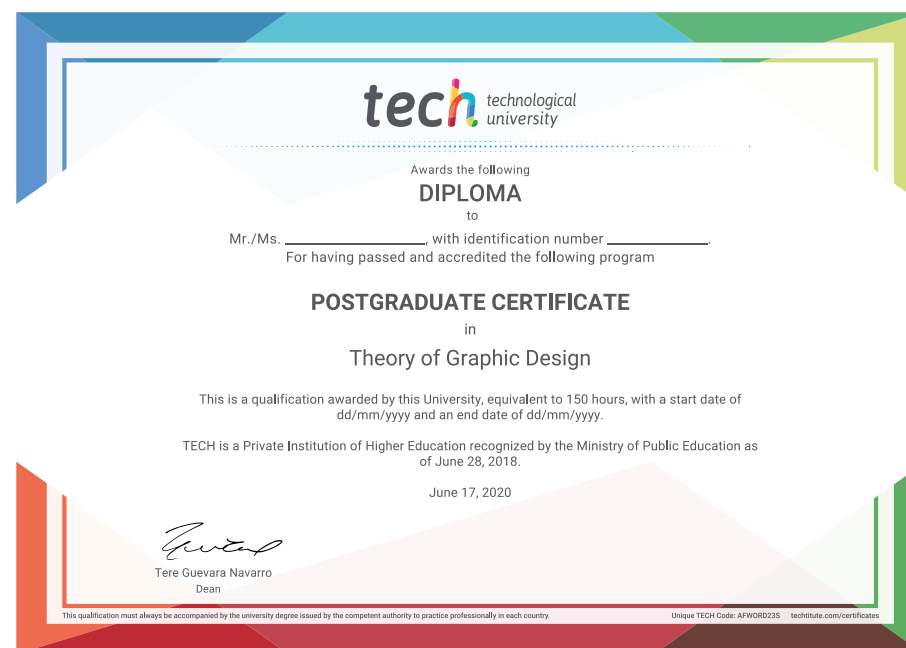
This **Postgraduate Certificate in Theory of Graphic Design** contains the most complete and up-to-date educational program on the market.

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 Theory of Graphic Design**

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.

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



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