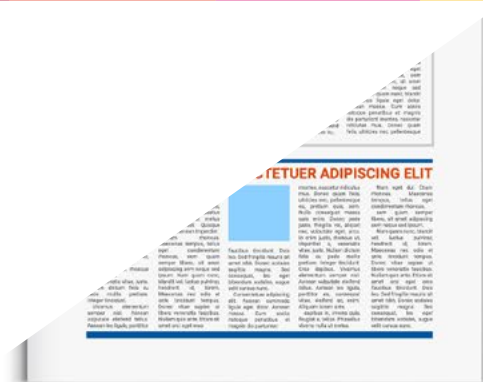


# Postgraduate Diploma Editorial Design

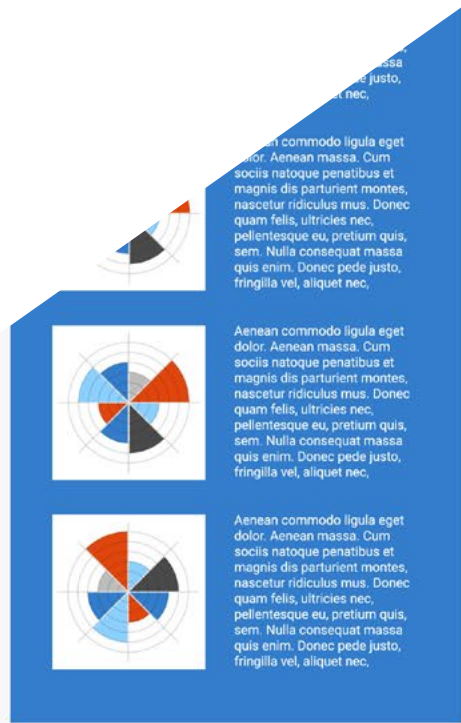


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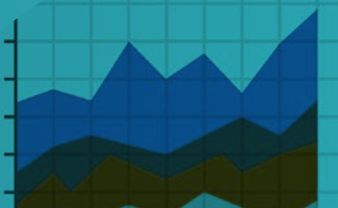
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tech technological university



## Postgraduate Diploma Editorial Design

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

Website: [www.techtitute.com/pk/design/postgraduate-diploma/postgraduate-diploma-editorial-design](http://www.techtitute.com/pk/design/postgraduate-diploma/postgraduate-diploma-editorial-design)

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01

# Introduction

This program in Editorial Design is a program specifically created for graphic design professionals in order to provide an important specialization in the design and layout of publications. To this end, it offers the opportunity to acquire the skills of a specialized professional with a syllabus that will ensure job growth without problems of conciliation. A unique opportunity for development and promotion





“

*A high-intensity educational program that will enable you to develop an Editorial Design with the solvency of the best professionals in the sector"*

This Postgraduate Diploma in Editorial Design has been structured to offer an interesting, interactive and, above all, very effective process of specialization in everything related to this sector. To achieve this, a clear and continuous growth path is offered, which is also 100% compatible with other occupations

Through an exclusive methodology, this Postgraduate Diploma will lead you to know all the ways of working in Editorial Design that the design professional needs to stay at the forefront and know the changing phenomena of multimedia communication and specifically the work in Editorial Design

Therefore, this program will address the aspects that a designer needs to know in order to plan, develop and finalize a complete Editorial Design. An educational path that will scale the student's skills to help them achieve the challenges of a top professional

The Postgraduate Diploma in Editorial 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 Diploma in Editorial 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



*This program will allow you to enhance your skills and update your knowledge in Editorial Design"*

“

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

The development of this program is focused on practicing 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

Our online system is another strength of our approach to education. With an interactive platform that has the advantages of the latest technological developments, we put the most interactive digital tools at your service. This way, we can offer you a learning method that can be completely adapted to your needs, so that you can perfectly combine this program with your personal or professional 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 Diploma.*

*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 Diploma in Editorial Design is to offer professionals a complete way to acquire knowledge and skills for professional practice in this sector, with the confidence of learning from the best and a form of study based on practice that will allow to complete the program with the necessary knowledge to perform the work with total confidence and competence







“

*Our goal is simple: to help you get the most complete update in a Postgraduate Diploma fully compatible with your work and personal obligations"*



## General Objective

---

- ◆ Learn all aspects of creating an Editorial Design in any type of publication that can be developed

“

*An opportunity created for professionals who are looking for an intensive and effective program with which to take a significant step forward in the practice of their profession"*





## Specific Objectives

---

### Module 1. Editorial Design

- ◆ Know the fundamentals of Editorial Design in the printed and digital context, as well as its interrelation with other areas
- ◆ Know the scope and importance of the designer in the editorial field
- ◆ Know the specific terminology, techniques and languages applied to design processes: prepress and printing systems, digital and multimedia techniques and supports
- ◆ Design editorial publications taking into account the graphic set and its elements
- ◆ Capture, manipulate and prepare text and image for use in different media
- ◆ Design eye-catching visual communications that meet today's graphic standards
- ◆ Begin to use Adobe InDesign and learn about the elements available in the program in order to design your own graphic ideas

### Module 2. Typography

- ◆ Know the syntactic principles of graphic language and apply its rules to clearly and accurately describe objects and ideas
- ◆ Know the origin of letters and their historical importance
- ◆ Recognize, study and coherently apply typography to graphic processes
- ◆ Know and apply the aesthetic foundations of typography
- ◆ Know how to analyze the arrangement of texts in the design object
- ◆ Be able to carry out professional work based on typographic composition

### Module 3. Layout

- ◆ Design editorial publications taking into account the graphic set and its elements
- ◆ Know the task of a layout designer and the importance of their role in the editorial field
- ◆ Know the digital media and their importance in the current context
- ◆ Use Adobe InDesign for the proper development of graphic projects
- ◆ Use social networks from an artistic perspective, being aware of the importance of a good graphic strategy
- ◆ Develop an editorial language to advertise a product or service, with a clear and specific purpose

### Module 4. Final Art

- ◆ 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 the procedures to be followed to properly prepare a final artwork for printing
- ◆ 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 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 Diploma contains the most complete and up-to-date program on the market”*

## Module 1. Editorial Design

- 1.1. Introduction to Editorial Design
  - 1.1.1. What Is Editorial Design?
  - 1.1.2. Types of Publications in Editorial Design
  - 1.1.3. The Editorial Designer and their Skills
  - 1.1.4. Factors of Editorial Design
- 1.2. History of Editorial Design
  - 1.2.1. The Research of Writing The Book in Ancient Times
  - 1.2.2. The Gutenberg Revolution
  - 1.2.3. The Bookstore of the Ancient Regime (1520-1760)
  - 1.2.4. The Second Book Revolution (1760 -1914)
  - 1.2.5. From the 19th Century to the Present Day
- 1.3. Fundamentals of Print and Digital Editorial Design
  - 1.3.1. The Format
  - 1.3.2. The Grid
  - 1.3.3. Typography
  - 1.3.4. Color
  - 1.3.5. The Graphic Elements
- 1.4. Printed Publishing Media
  - 1.4.1. Work Fields and Formats
  - 1.4.2. The Book and Its Elements: Headlines, Headings, Entries, Body of the Text
  - 1.4.3. Manipulations: Folding and Binding
  - 1.4.4. Printing
- 1.5. Digital Publishing Media
  - 1.5.1. Digital Publications
  - 1.5.2. Aspects of Form in Digital Publications
  - 1.5.3. Most Used Digital Publications
  - 1.5.4. Platforms for Digital Publishing



- 1.6. Introduction to InDesign I: First Steps
  - 1.6.1. Interface and Workspace Customization
  - 1.6.2. Panels, Preferences and Menus
  - 1.6.3. The *Flat Plan*
  - 1.6.4. New Document Creation and Saving Options
- 1.7. Initiation to InDesign II: Learning More about the Tool
  - 1.7.1. Publishing Format
  - 1.7.2. The Grid in the Workspace
  - 1.7.3. The Base Grid and Its Importance
  - 1.7.4. Using Rulers and Creating Guidelines Viewing Mode
  - 1.7.5. The Panel and the Page tool The Master Pages
  - 1.7.6. Work with Layers
- 1.8. Color and Image Management in InDesign
  - 1.8.1. The Sample Palette Color and Shade Creation
  - 1.8.2. Dropper Tool
  - 1.8.3. Gradients
  - 1.8.4. Image Organization and Color Management
  - 1.8.5. Use of Bullets and Anchored Objects
  - 1.8.6. Creation and Configuration of a Table
- 1.9. Text in InDesign
  - 1.9.1. The Text: Choice of Fonts
  - 1.9.2. Text Boxes and Their Options
  - 1.9.3. Character Panel and Paragraph Panel
  - 1.9.4. Insert Footnotes Tabulations
- 1.10. Editorial Project
  - 1.10.1. List of Editorial Designers: Projects
  - 1.10.2. Creation of a First Project in InDesign
  - 1.10.3. What Elements Must Be Included?
  - 1.10.4. Thinking about the Idea

## Module 2. Typography

- 2.1. Introduction to Typography
  - 2.1.1. What Is Typography?
  - 2.1.2. The Role of Typography in Graphic Design
  - 2.1.3. Sequence, Contrast, Shape and Counter-Shape
  - 2.1.4. Relationship and Differences between Typography, Calligraphy and *Lettering*
- 2.2. The Multiple Origin of Writing
  - 2.2.1. Ideographic Writing
  - 2.2.2. The Phoenician Alphabet
  - 2.2.3. The Roman Alphabet
  - 2.2.4. The Carolingian Reform
  - 2.2.5. The Modern Latin Alphabet
- 2.3. The Beginnings of Typography
  - 2.3.1. The Printing Press, a New Era First Typographers
  - 2.3.2. The Industrial Revolution: Lithography
  - 2.3.3. Modernism: The Beginnings of Commercial Typography
  - 2.3.4. The Avant-Gardes
  - 2.3.5. Interwar Period
- 2.4. The Role of Design Schools in Typography
  - 2.4.1. Bauhaus
  - 2.4.2. Herbert Bayer
  - 2.4.3. Gestalt Psychology
  - 2.4.4. The Swiss School
- 2.5. Current Typography
  - 2.5.1. 1960-1970, Precursors of the Uprising
  - 2.5.2. Postmodernity, Deconstructivism and Technology
  - 2.5.3. Where Is Typography Heading?

- 2.5.4. Trend-Setting Typefaces
- 2.6. The Typographic Form I
  - 2.6.1. Letter Anatomy
  - 2.6.2. Measurements and Attributes of the Type
  - 2.6.3. Typographic Families
  - 2.6.4. High Box, Low Box and Small Caps
  - 2.6.5. Difference between Typography, Font and Typeface Family
  - 2.6.6. Fillets, Lines and Geometric Elements
- 2.7. The Typographic Form II
  - 2.7.1. The Typographic Combination
  - 2.7.2. Typographic Font Formats (PostScript-TrueType-OpenType)
  - 2.7.3. Typographic Licenses
  - 2.7.4. Who Should Buy the License, Client or Designer?
- 2.8. Typographic Correction Text Composition
  - 2.8.1. Space between Letters *Tracking* and *Kerning*
  - 2.8.2. Space between Words The Quad
  - 2.8.3. Line Spacing
  - 2.8.4. The Body of the Letter
  - 2.8.5. Text Attributes
- 2.9. Drawing the Letters
  - 2.9.1. The Creative Process
  - 2.9.2. Traditional and Digital Materials
  - 2.9.3. The Use of the Graphics Tablet and the Ipad
  - 2.9.4. Digital Typography: Outlines and Bitmaps
- 2.10. Typographic Posters
  - 2.10.1. Calligraphy as a Basis for Letter Drawing
  - 2.10.2. How to Create an Impactful Typesetting?
  - 2.10.3. Visual References
  - 2.10.4. Sketching Phase
  - 2.10.5. Project

## Module 3. Layout

- 3.1. Definition and Contextualization
  - 3.1.1. Relationship between Editorial Design and Layout
  - 3.1.2. Evolution in the Layout Process The Future
  - 3.1.3. Design Factors: Proportion, Color, Tension, Balance and Motion
  - 3.1.4. The Importance of Blank Spaces
- 3.2. Magazine Editorial Design
  - 3.2.1. Magazines, the Pinnacle of Beauty
  - 3.2.2. Types of Magazine Designs References
  - 3.2.3. Digital Magazines and Their Current Importance
  - 3.2.4. Publishing Elements
- 3.3. Newspaper Editorial Design
  - 3.3.1. Newspapers, between Information and Graphical Beauty
  - 3.3.2. How to Differentiate in Generalist Information
  - 3.3.3. Newspaper Formats
  - 3.3.4. Editorial Tendencies References
- 3.4. Introduce Advertising in the Layout Process
  - 3.4.1. What Is Advertising? Types
  - 3.4.2. Advantages and Disadvantages of Including Advertising in a Layout
  - 3.4.3. How to Introduce Advertising in Printed Media?
  - 3.4.4. How to Introduce Advertising in Digital Media?
- 3.5. The Choice of Font
  - 3.5.1. Editorial Fonts
  - 3.5.2. The Importance of Size
  - 3.5.3. Typography in Printed Media
  - 3.5.4. Typography in Digital Media



- 3.6. Orthotypography
  - 3.6.1. What Is Orthotypography?
  - 3.6.2. Microtypography and Macrotypography
  - 3.6.3. Importance of Orthotypography
  - 3.6.4. Mistakes in Orthotypography
- 3.7. Layout Design in Social Networks?
  - 3.7.1. The Field of Layout Design in Social Media
  - 3.7.2. The Hashtag and Its Importance
  - 3.7.3. The Instagram Biography
  - 3.7.4. *Grids* on Instagram
- 3.8. *Copywriting*
  - 3.8.1. What Is *Copywriting*?
  - 3.8.2. Simplify the *Copy*. The First Impact Is What Counts
  - 3.8.3. Applications of *Copywriting*
  - 3.8.4. Become a Good *Copywriter*
- 3.9. Learning More about the Use of InDesign
  - 3.9.1. Adding Text to a Layout
  - 3.9.2. Using the Character and Paragraph Panel
  - 3.9.3. Differences between Underlined Text and Paragraph Fillets
  - 3.9.4. Control of Widow and Orphan Lines
  - 3.9.5. Orthotypography View Hidden Characters
- 3.10. Layout Design Projects
  - 3.10.1. Creating a Magazine in InDesign
  - 3.10.2. Aspects to Take into Account
  - 3.10.3. Visual References: Great Layouts on Instagram
  - 3.10.4. Updating Instagram with a Layout Strategy

## Module 4. Final Art

- 4.1. Introduction to Final Art
  - 4.1.1. What Is Final Art?
  - 4.1.2. The Start of Final Art
  - 4.1.3. The Evolution of Final Art
  - 4.1.4. Basic Tools
- 4.2. Elements Required for Printing
  - 4.2.1. Support
  - 4.2.2. Coloring Material
  - 4.2.3. The Shape
  - 4.2.4. The Machines
- 4.3. Planographic Printing
  - 4.3.1. What Is Planographic Printing?
  - 4.3.2. *Offset* Systems
  - 4.3.3. Properties of *Offset* Printing Systems
  - 4.3.4. Advantages and Disadvantages
- 4.4. Gravure Printing
  - 4.4.1. What Is Gravure Printing?
  - 4.4.2. Rotogravure
  - 4.4.3. Properties of Rotogravure Printing Systems
  - 4.4.4. Finishing
- 4.5. Embossed Printing
  - 4.5.1. What Is Embossed Printing?
  - 4.5.2. Typographic Cliches and Flexographic Cliches
  - 4.5.3. Properties
  - 4.5.4. Finishes

- 4.6. Permeography Printing
  - 4.6.1. What Is Permeography Printing?
  - 4.6.2. Screen Printing
  - 4.6.3. Physicochemical Properties of Screen-Printing Stencils
  - 4.6.4. Advantages and Disadvantages
- 4.7. Digital Printing
  - 4.7.1. What Is Digital Printing?
  - 4.7.2. Advantages and Disadvantages
  - 4.7.3. *Offset* or Digital Printing?
  - 4.7.4. Digital Printing Systems
- 4.8. Exploring the Formats
  - 4.8.1. Paper Format
  - 4.8.2. Rigid Format
  - 4.8.3. Textile format
  - 4.8.4. Others
- 4.9. Binding
  - 4.9.1. What Does Binding Consist Of?
  - 4.9.2. Industrial Binding
  - 4.9.3. Tradition Lives On
  - 4.9.4. Types of Binding
- 4.10. Preparing Final Arts Environmental Considerations
  - 4.10.1. The PDF Format: Adobe Acrobat
  - 4.10.2. The *Preflight* Checking Color, Typography, Measurements, etc.
  - 4.10.3. Think before Printing The Environmental Impact
  - 4.10.4. Sustainable Printing Formats





“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.

“

*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.*



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

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.



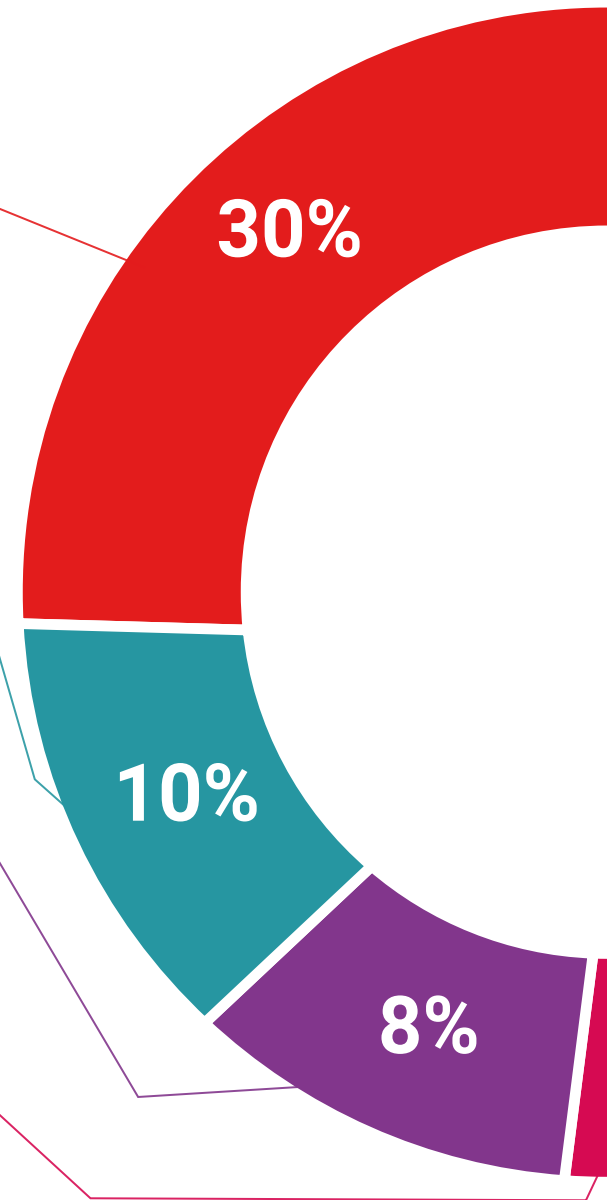
### Practising Skills and Abilities

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 Diploma in Editorial Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Editorial Design** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Editorial Design**

Official N° of Hours: **600 h.**



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



## Postgraduate Diploma Editorial Design

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

# Postgraduate Diploma Editorial Design

